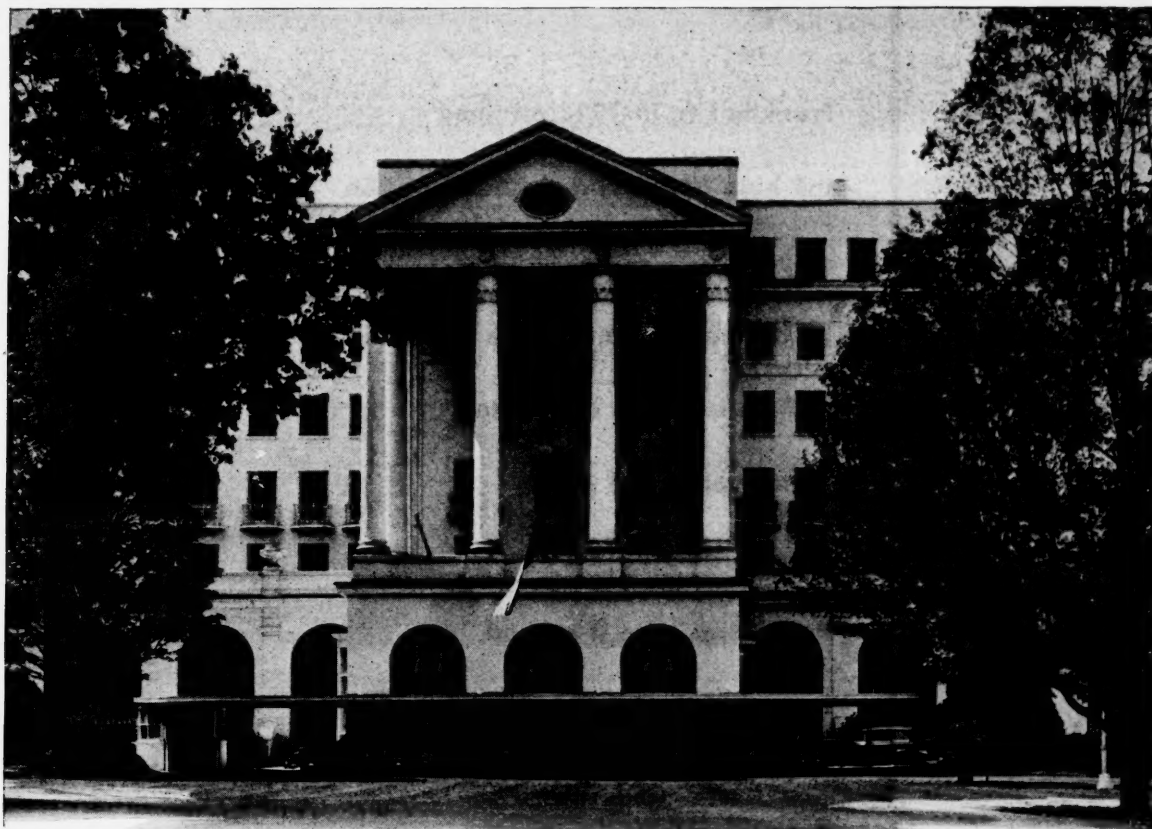


The NATIONAL UNDERWRITER

Life Insurance Edition



To State Mutual associates, all roads lead to White Sulphur Springs where the 1950 Company Conference will be held next March.

The world-renowned Greenbrier, whose entrance is pictured above and where gracious living is at its best, will be host.

Although the qualifying period is only half over, production figures already indicate a record attendance.

Sales education will be the order of the day . . . sessions packed with useful sales ideas . . . and with seminars geared to meet the challenges of today's market.

And as every State Mutual associate will tell you, wherever—whenever the field family gather, the spirit of fellowship that stems from a friendly Company, old in experience but young in viewpoint, is abundant and satisfying.

STATE·MUTUAL·LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS
Incorporated 1844

OVER A BILLION OF INSURANCE IN FORCE

FRIDAY, JULY 29, 1949

Franklin Life in 1948 attained
the high honor and coveted position
of being one of the leading
17 companies (among the nearly 600
in America) with respect to
dollar volume of gain
in the ordinary field.
Percentage-wise it ranked
in second place.



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$700,000,000.00 insurance in force.

Agreement Settles NLRB Charges Filed by Nola Patterson

NALU to Abstain from All Labor-Organization Type of Activity

ATLANTA—A settlement reaffirming the respective roles of the life companies and the National Assn. of Life Underwriters in the matter of agents' relations has been reached by the signatory companies, the association and the national labor relations board regarding charges made by Mrs. Nola E. Patterson, agent of Reliance Life in Atlanta. On the basis of this agreement, Paul L. Styles, regional director of NLRB at Atlanta, will decline to issue complaints against the companies.

The agreement is jointly announced by Mr. Styles, regional director of the tenth regional office of NLRB, N.A.L.U., the Life Insurers Conference, L.I.A.M.A., and the joint committee of the Life Insurance Assn. of America and the American Life Convention.

The case originated Sept. 13, 1948, when Mrs. Patterson filed charges with the Atlanta regional office of the NLRB against 183 life companies. The response of the companies to inquiries from the regional office was to the effect that they had not engaged in any of the actions enumerated in the charges.

Not a Consent Decree

The settlement agreement is not a consent decree. Under the settlement, the signatory companies, consistent with the position they have continuously maintained, agree that they will not recognize N.A.L.U. as a labor organization and N.A.L.U. agrees that it will not engage in any of the activities reserved for and followed by labor organizations.

The informal agreement further provides that it "shall not constitute any admission that the company involved or the National Assn. of Life Underwriters in any manner has engaged in a violation of the national labor relations act, as amended, or that the National Assn. of Life Underwriters is in fact or has functioned as a labor organization." The agreement does not "prevent the National Assn. of Life Underwriters from functioning as a professional organization."

As a result of the investigation by the NLRB regional office, Mr. Styles concluded that it would be desirable to attempt to work out an informal settlement which would dispose of the charges and thus eliminate the expense and inconvenience involved in long hearings. Accordingly, a settlement agreement was prepared by him, Alexander E. Wilson, Jr., labor relations counsel for the N.A.L.U., and Eugene M. Thoré, general counsel of Life Insurance Assn. of America. The agreement was designed to state the relationship between the N.A.L.U. and the companies so as to avoid any possible misunderstanding in the future.

The terms of the settlement are to be posted for the next 60 days in the agency offices of the signatory companies. The settlement agreement states that, "the company will not recognize

NALU-NLRB-Company Agreement Text Given

The complete text of the settlement agreement entered into by the National Assn. of Life Underwriters, the signatory life companies and the national labor relations board is given below in facsimile:

SETTLEMENT AGREEMENT

The undersigned Company (herein called the Company), The National Association of Life Underwriters, and the undersigned Regional Director for the National Labor Relations Board (herein called the Regional Director and the Board, respectively), in settlement of the above matter HEREBY AGREE AS FOLLOWS:

The Company will post immediately in conspicuous places in each of its agency offices and branch offices, and maintain for a period of at least sixty (60) consecutive days from the date of posting a copy of this agreement and notice to its agents; it being understood that the execution of this agreement and the posting thereof shall not constitute any admission that the Company involved or The National Association of Life Underwriters in any manner has engaged in a violation of the National Labor Relations Act, as amended, or that The National Association of Life Underwriters is in fact or has functioned, as a labor organization, or that any independent-contractor agents of the Company are employees.

NOTICE TO AGENTS

In order to effectuate the policies of the National Labor Relations Act, the Company hereby notifies its agents that:

The Company will not recognize The National Association of Life Underwriters as the representative of any of its agents for the purpose of dealing with it concerning grievances, labor disputes, wages, rates of pay, hours of employment or other conditions of employment, and the Company will not recognize The National Association of Life Underwriters or any successor thereto for any of the above purposes, unless and until The National Association of Life Underwriters, or any successor thereto, shall be certified by the Board as the bargaining representative of its agents.

Pursuant to the provisions of the National Labor Relations Act, as amended, the Company will not dominate or interfere with the formation or administration of any labor organization of any of its agents who are employees within the meaning of said Act, or contribute financial or other support to any such organization; provided that nothing herein shall prevent The National Association of Life Underwriters from functioning as a professional organization nor prevent the Company from contributing financial or other support to the activities of The National Association of Life Underwriters in the field of a professional organization. The National Association of Life Underwriters agrees that at no time will it engage in any of the activities reserved for and followed by labor organizations, as such, which are characteristic of the activities of labor organizations within the meaning of existing law as defined by the National Labor Relations Board or by the Courts of the United States.

Pursuant to the provisions of the National Labor Relations Act, as amended, the Company will not in any manner interfere with, restrain, or coerce any of its agents who are employees within the meaning of said Act, in the exercise of their right to self-organization, to form labor organizations, to join or assist labor organizations, to bargain collectively through representatives of their own choosing, and to engage in concerted activities for the purpose of collective bargaining or other mutual aid or protection. All such agents have the right to refrain from any or all of such activities. All such agents are free to become or remain members of any labor organization.

This notice must remain posted for 60 days from the date hereof, and must not be altered, defaced, or covered by any other material.

REFUSAL TO ISSUE COMPLAINT—Upon the basis of this Agreement, the Regional Director shall decline to issue a Complaint herein. A review of such action may be obtained pursuant to Section 203.19 of the Rules and Regulations of the Board if a request for same is filed within ten (10) days from the date hereof. This Agreement is contingent upon the General Counsel sustaining the Regional Director's action in the event of a review.

PERFORMANCE—Performance by the Company with the terms and provisions of this Agreement shall commence immediately upon receipt by the Company of advice that no review has been requested or that the General Counsel has sustained the Regional Director. The Company will notify the Regional Director in writing within five (5) days, and again after sixty (60) days, from the receipt of such advice what steps the Company has taken to comply herewith.

the National Assn. of Life Underwriters as the representative of any of its agents for the purpose of dealing with it concerning grievances, labor disputes, wages, rates of pay, hours of employment, or other conditions of employment, and the company will not recognize the National Assn. of Life Underwriters or any successor thereto for any of the above purposes, unless and until the National Assn. of Life Underwriters, or any successor thereto, shall be certified by the board (NLRB) as the bargaining representative of its agents."

The agreement further provides "that the National association, on its part, agrees that at no time will it engage in the activities reserved for and followed by labor organizations, as such, which are characteristic of the activities of labor organizations, within the meaning of existing law as defined by the national labor relations board or by the courts of the United States."

STYLES' VIEWS

Since the official announcement of the agreement and the agreement itself, on which the foregoing news story is based, were couched in labor-law terms rather than being descriptive of specific N.A.L.U. activities that would be affected, THE NATIONAL UNDERWRITER asked Mr. Styles how various N.A.L.U. operations would be affected by the agreement.

"It can do anything on earth except act as a labor organization," he said.

Because of N.A.L.U.'s desire to stay completely out of the labor-organization field and abandon any activity in this area that it might have inadvertently got into, the agreement was made even more sweeping than the labor board

would have required had it been issuing an order, according to Mr. Styles.

The agreement leaves N.A.L.U. free to be what it started out as, a professional organization dealing with such matters as relations with the public, ethical standards, education—in short, very much along the lines the American Medical Assn. and the American Bar Assn. are supposed to follow, said Mr. Styles.

Interdicted Activities

As to what N.A.L.U. activities the agreement prohibits, Mr. Styles said the association would not be able to take a stand on what constitutes a desirable agency contract, for example, even though there were no effort to obtain any concessions from any specific company for its agents.

Mr. Styles said that N.A.L.U. could not try to influence the companies in favor of social security for agents but there would be no objection to N.A.L.U. going before committees of Congress to seek legislation that would put agents under social security.

Can't Confer on Pensions

N.A.L.U. can not deal with companies on pensions for agents, Mr. Styles said, as pensions would be considered compensation, and in any event there is the catch-all phrase in the agreement, "other conditions of employment."

This latter phrase and the mention of "grievances" in the agreement would also prevent N.A.L.U. from making representations to companies or associations on matters of field practice such as hiring of part-time agents in urban areas, he said.

The agreement sets a labor board

(CONTINUED ON PAGE 16)

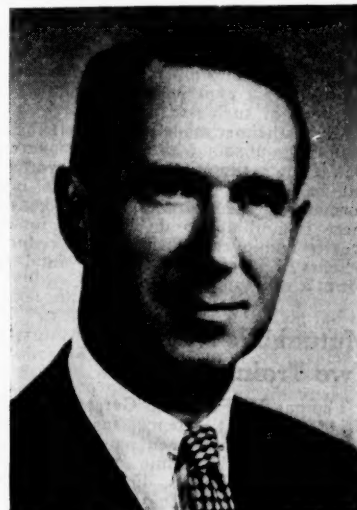
N. W. Mutual Holds Agents' Convention at Milwaukee

Results "Excellent" Even With No Allowance for General Conditions

By ERIC E. MEYER

MILWAUKEE—A well-balanced program presented by a large group of successful agents and covering proven sales and prospecting ideas and methods featured the annual meeting of the Northwestern Mutual Assn. of Agents here Monday through Wednesday. Company executives joined with outstanding agents in helping those attending from all parts of the country set their sights for another productive and successful year. As indicated by advance registrations, another record crowd of agents, their wives and guests attended.

Several well known personages in Northwestern circles were absent from the meeting this year. Edmund Fitz-



PHILIP K. ROBINSON

gerald, president of the company, is recovering from a recent eye operation, and Grant L. Hill, vice-president and director of agencies, is recuperating from illness at his home. Both are expected to be back at their offices within a week or 10 days.

The duties of president of the association were in the hands of L. W. Uebele, Chicago, vice-president, who functioned in place of William J. Snively, Janesville, Wis., who died last April.

Philip K. Robinson, company vice-president, substituted on the program for Mr. Fitzgerald. He brought the message of the home office and discussed conditions of the company and prospects. He was aided in the presentation of production winner prizes by John J. Hughes, who also announced the honor awards. This usually is done by Mr. Hill.

Disbursements of the Northwestern during the first half year totaled \$100,958,000, and included taxes of \$3,024,000, dividends to policyholders of \$18,576,000, and death benefits paid of \$30,

(CONTINUED ON PAGE 14)

Urges Aggressive Rivalry Against Uninsured Pensions

Sellers of insured pension plans should not hesitate to try to capture pension business already in force under non-insured plans, for the latter are showing more and more vulnerability to aggressive competition from insured plans, according to A. J. Ostheimer, III, Northwestern Mutual, Philadelphia, widely known pension specialist.

Mr. Ostheimer, commenting on an article in the July 22 issue of THE NATIONAL UNDERWRITER, on trust companies' inroads in the pension field, said he felt these were not as extensive as indicated in the article but said he was surprised at the failure of those selling insured plans to try to wrest business away from the trust companies. There is intense competition in the insured plan field, he said, but it is mostly between one type of insured plan and another. The exponents of uninsured plans are trying to raid the insured plans but there is little evidence that believers in insured plans have really gone to work on the uninsured plans, he said.

Yields Disappointing

Mr. Ostheimer said there is some evidence of unrest among those with uninsured plans. Anticipated yields on investments have not materialized in all cases. Yields on "legal list" investments are down somewhat on the average. For the first time since the big pension plan flurry of 1941-43 capital losses are cropping up. Until now it had been pretty much forgotten that these could happen.

Another source of dissatisfaction in some plans, said Mr. Ostheimer, is that the actuaries have deemed it wise to revise the underlying assumptions, especially regarding mortality. Apparently they feel that experience has pointed to the need of such revisions.

Mr. Ostheimer made it clear that there is nothing unsound about an uninsured plan if the assumptions are conservative, but he pointed out that they do not normally include contingency funds, so there is nothing to do but call for a greater employer contribution or reduce benefits if it appears that the fund is not in a self-supporting position.

Mutual Life Names Two Training Aides

Thomas M. Funk and Garrett R. McBride, assistant agency managers of Mutual Life, have been named training assistants at the home office on the staff of Ward Phelps, director of training, effective Sept. 1.

Mr. Funk, 48, joined the company in 1945 and has been assistant manager at Richmond since 1947. Prior to joining Mutual he was athletic director and head of mathematics in the Lynchburg public schools. Mr. Funk holds two degrees from University of Michigan.

Mr. McBride, 43, has been a member of the Oakland, Cal., agency since April, 1945, and was named assistant manager in 1947. He has more than 14 years' experience in salesmanship.

Ohio Nat'l Appoints Board General Agent

Ohio National Life has appointed Lawrence D. Boord as general agent in Greenfield, O. He has completed two years in the business as a district agent, has been a teacher for 12 years and served as superintendent of schools at Commercial Point.

He is a graduate of Ohio University. During the war he was an army captain and was chief personnel consultant at Fort Benning, Ga.

"An ounce of loyalty is worth a pound of cleverness."

Weissman Spoke Only for Himself, Orr Declares

NEW YORK—President Clifford H. Orr of the National Assn. of Life Underwriters has issued the following statement on the recent address of Simon D. Weissman, N.A.L.U. trustee and agent of Equitable Society at Boston, before the New Haven Life Underwriters Assn.:

"As a result of the many inquiries that have been received at national headquarters and by me personally, I feel obligated, as the president of the National Assn. of Life Underwriters, to state that Mr. Simon D. Weissman, a trustee of this organization, when addressing the New Haven association recently was expressing his own personal opinion on matters affecting the life insurance business and not expressing the policies or attitudes of this association or its board of trustees."

Cites Miami Statement

"As recently as the midyear meeting of N.A.L.U. at Miami last March, I expressed the following observation during the meeting of our board of trustees:

"Since I have served on this board of trustees, it has been my impression, first as a member of the board, and later, as an officer, that as I appeared before various groups, it was incumbent upon me to express in words the policy of this association and not what I personally thought on any subject. Therefore, as I have appeared before various groups, I have always followed the doctrine that I was not speaking as an individual but was speaking as a representative of the official family of this organization. If I had any personal ideas I wanted to espouse, I was more or less restrained because of my position in this organization."

Ida Weber Named A.L.C. Asst. Sec'y

Miss Ida Weber, with American Life Convention since 1934, has been appointed assistant secretary, and already has taken over many of the duties handled by Miss Mildred Hammond, whose resignation as secretary of the convention was announced recently.

Miss Weber joined A.L.C. when the executive offices were moved to Chicago. She has for many years assisted in various phases of the work of the secretary's office and has handled the registration desk at annual meetings for several years.

Stevenson Written Up in "Finance" Magazine

An article about John A. Stevenson, president Penn Mutual, entitled "Task Force Stevenson Prescribes Cure for Unhealthy Government," was featured in the June 15 issue of "Finance." It describes how Mr. Stevenson, as a member of the Hoover commission, calls for adequate compensation for civil servants, early personnel structure decentralization, and sound procurement system. The article contained pictures of Penn Mutual Vice-Presidents Malcolm Adam, Eric G. Johnson, William W. Bodine, and Assistant Vice-President Mary F. Barber. The magazine cover was a portrait study of Mr. Stevenson.

Harold J. Brady, 46, assistant counsel of Prudential, died at Willimantic, Conn. after suffering a heart attack following a softball game. He was attending the annual C.L.U. Institute at Storrs.

Republic National Acquires Alliance Life of Chicago

Announcement was made at Chicago this week that Republic National Life of Dallas has acquired Alliance Life of Chicago and has reinsured its business effective as of July 27, thus giving the Texas institution about \$266 million insurance in force and assets of more than \$46 million. The purchase price was \$6 per share or a total of \$3,600,000. President Theodore P. Beasley of Republic National Life is in Chicago this week in connection with the program. His counsel in these negotiations was Russell Matthias of the Chicago law firm of Ekern, Meyers & Matthias.

Republic National intends to maintain the old home office organization of Alliance Life intact and the Chicago headquarters will thus be a very important part of the entire operation. All of the officers and employees are remaining except that President M. A. Kern and Secretary L. D. Kern of Alliance Life have resigned.

Republic National has been licensed in Texas and Oklahoma and it is now in process of becoming licensed in all of the 10 other states in which Alliance Life has been qualified, these being Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Nebraska, Ohio and South Dakota. Alliance Life as a corporate entity will be dissolved within 45 days in accordance with Illinois law. The transaction has been approved by the Illinois and Texas departments.

Insurance in force of Alliance Life is \$130,837,000, assets exceed \$27 million, capital was \$600,000 and net surplus \$814,000. Republic National insurance in force prior to reinsurance was about \$136 million, assets \$19 million, capital \$467,000 and net surplus \$1,300,000.

Alliance Life in the depression days was awarded the reinsurance of the defunct Peoria Life. Alliance has been engaged extensively in the reinsurance as well as the agency business.

Mr. Beasley has forged an important place for himself in the life insurance world and this important acquisition launches him into a much more extensive field territorially.

Housing Bill Hit By O'Leary of LIAA

Dr. James J. O'Leary, director of investment research, Life Insurance Assn. of America, testified before a Senate banking subcommittee on behalf of L.I.A.A. and American Life Convention, in opposition to the Sparkman bill to amend the housing act, passage of which he said would hamper private housing investment and construction.

"We in the insurance business are most apprehensive about excessive government interference in our system of free enterprise," said Mr. O'Leary, who gave figures showing increase of life insurance company housing loans to a total of \$6.7 billion last year. Life companies have invested \$275 million in large-scale rental housing projects, have \$185 million in projects under construction and plan \$15 million more for such projects, a total of \$475 million to provide housing for 47,000 families.

Government interference in markets obstructs housing financing, the witness said, owing to factors of inflation and "artificially low interest rates" and life companies find it difficult to build rental housing and make GI loans on a sound basis.

Troy M. Rodlun advertising agency has moved to 119 Marsh building, 1332 M Street, N. W., Washington 6, D. C. The phone number will remain the same.



SEE ME THE FIRST

This idea may be helpful sometime when you meet a "See me the first" prospect—

"Mr. Prospect, it's natural that you feel no sense of urgency about this discussion and want to postpone it. But, through my experience as an underwriter, I have come to realize that it is a matter of the utmost urgency."

"You see, Sir, I've known many cases when a man said, 'See me the first', and he was either dead or in a hospital bed on the first, with no guarantee that he could ever buy another nickel's worth of life insurance."

"Because I feel morally responsible to impress upon you the urgency of this matter let me illustrate it this way—

"Suppose that I, as a skilled mechanic, am repairing your car and have found a badly worn steering knuckle. I know from my knowledge of auto mechanics that the steering mechanism can't possibly hold up more than a few days. Now, suppose that when I inform you of this you say 'I'll have it repaired in a week or two.' What do you think my reply would be?

"I would tell you that you could not afford to take the risk involved in postponing repairs to the car."

"Mr. Prospect, that's how I feel about this situation. Let's take a look at your life-insurance situation now, while that steering knuckle is still intact."

Insurance in Force—June 30, 1949—\$414,912,071

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Industry Should Sell N.Y. Disability Coverage Now

Delay Will Mean Headaches; Promptness Will Gain Advantages

NEW YORK—A timely warning to the insurance industry to write disability coverage for New York employers now, and not wait until the last minute next year when employers will have to have it July 1, is issued in the following thoughtful discussion of the very real problems that will arise if the business does not get an early start.

It was prepared by Donald E. Tatum, assistant group manager of the R. E. Larkin agency of Connecticut General Life here. Mr. Tatum expresses his own personal views in the matter, but it should be noted that he was on the ground handling business when the California, and New Jersey rushes were occurring:

Know What to Build On

The New York disability benefits law requires that each covered employer must provide non-occupational accident and sickness insurance for his employees which will provide at least 50% of earnings up to \$26 per week for at least 13 weeks in any one year. This coverage must provide payments commencing at least on the eighth day of any non-occupational disability. The law further provides that employees may be required to contribute 1/2% of earnings up to 30c per week, and that employers must pay any additional cost required to provide these benefits. Coverage must become effective not later than July 1, 1950. There are certain employers who are excepted from this law, but it has been estimated that between 150,000 and 200,000 New York employers must act by July 1, 1950, and have coverage in force by that date. The employer may buy this coverage from any authorized insurance company or from a state-operated insurance carrier, or he may self-insure the benefits.

The New York law is a model from the standpoint of the insurance salesman since each employer must take positive action, must do something to meet its requirements. This was not true in New Jersey and in California, where no action on the employers' part was an automatic acceptance of the state plan. The New York law further provides a ceiling on employee contributions which is too low to be designed to cover the entire cost of the benefits. Psychologically this is better from the viewpoint of the insurance industry inasmuch as the state carrier will be faced with the same problems as the private insurers, viz. how much more than this 1/2% should be charged?

COMPETITION

Actually, what the state decides to charge is immaterial at this point, since private insurance companies must remain competitive or withdraw from the field, and no companies are currently announcing plans to withdraw. Experience in New Jersey and California indicates that minimum state required benefits can be insured privately more economically than through the state. Therefore it seems safe to assume that private carriers will be competitive when the state announces rates, or very shortly thereafter, should the state quote rates lower than those currently offered by private carriers for similar non-occupational accident and sickness coverage, which seems unlikely.

The insurance industry has available non-occupational accident and sickness plans which provide benefits of up to 2/3 of earnings for as long as one year per disability. It is a simple matter to work out plans providing 50% of earnings for 13 weeks per disability, which

is slightly more liberal than the requirements of the state law. This accident and sickness coverage is not new, the theory behind it is not new, the rates which should be charged for it are not new. In fact, this coverage has been written for 30 years by many insurers and a vast fund of data and statistics has been accumulated on the subject during that period. The New York disability benefits law does not require any new coverage to be provided. All it does is require that all employers must now provide for their employees what only the more generous or liberal or far-sighted ones have provided voluntarily in the past. Further, the law says that after July 1, 1950 all employees may be required to contribute toward the cost, thus relieving some employers of part of the burden which they have been assuming themselves prior to that date.

Advantages of Promptness

To sell this coverage now we must convince the employer that we can underwrite his risk now, that we have the necessary rates and experience to do so. We must also convince him that he has nothing to lose by buying now, and much to gain. We must convince him that we have coverage available for him now which will provide the required benefits and that he will not suffer from any rates which may be announced later by either state or private carrier. We must convince him and ourselves that what we should think of is not New York disability benefits, but plain, simple, old fashioned non-occupational group accident and sickness insurance which has been available to him for the past 30 years on a voluntary basis. We must convince him that whatever minor contractual changes

which may be required in light of this law can be handled as soon as they become necessary with a minimum of fuss and bother.

There are several sound reasons why right thinking employers should provide this coverage for their employees now, and other reasons why employers who may not be so generous should take steps to insure that these benefits will be in force on the July 1 deadline, by making application to their agents and brokers and setting up plans which will be ready to go into full force by that date.

Can Get Full Credit Now

The reasons for providing benefits now are the same ones group salesmen have been using for years, with an added note of urgency. Employers never again will have an opportunity to use the valuable employee relations tool offered by group accident and sickness insurance. They can still get full credit and benefit for providing the coverage voluntarily for their employees. All credit in the minds of employees for this coverage will go to the state, not the employer, if he waits until July 1, 1950 before providing these benefits. They can still sit down with their insurance counselors and work out plans specifically designed for the needs of their own individual firms, always bearing in mind the minimum benefits required under this law. Thus they can arrive at an intelligent decision based on facts and needs, not dictated by haste. They still retain control of the situation, and can act calmly and wisely.

Even though a firm may be unable or unwilling to assume the full cost of providing these benefits before the law permits assessment of the employees, plans may be set up and put into operation on a contributory basis, with each employee reserving the right to participate and contribute or not, as he chooses, at least until he automatically becomes covered in July, 1950. Employee participation in

(CONTINUED ON PAGE 14)

A.L.C. Meeting Set Oct. 4-7 at Chicago; Expect Over 1,000

A slightly revised schedule has been tentatively arranged for American Life Convention's annual meeting, at Chicago Oct. 4-7. The sessions will run Tuesday through Friday instead of Monday through Thursday as before in an effort to avoid some of the problems connected with Monday openings.

This year the Legal Section, headed by William A. Vinson, general counsel of Great Southern Life, will meet all day Tuesday, instead of Monday and Tuesday morning. The Agency Section, with D. Gordon Hunter, vice-president and agency manager of Phoenix Mutual, as chairman, will again meet Tuesday afternoon.

The general sessions, conducted by President W. E. Bixby, president of Kansas City Life, will meet Wednesday morning and all day Thursday instead of all day Wednesday and Thursday as before. This year the executive session will take place Thursday afternoon, instead of Wednesday evening.

The Financial Section, headed by Joseph M. Bryan, 1st vice-president of Jefferson Standard Life, will meet all day Friday, instead of on the first day as before. The Combination Companies Section, led by John F. Ruehlmann, vice-president of Western & Southern Life, probably will hold a dinner meeting.

Plans again include a convention dinner dance Thursday evening. All sessions of the meeting, at which a registration of more than 1,000 is expected, will be at the Edgewater Beach hotel.

Pre-Payments

Hilburn M. Chesterman, of the Penn Mutual's Irwin Agency in Oakland, Calif., in a talk favoring pre-payments on sales:—

"In our sales presentations are we really selling the contract as a solution to a problem that the prospect has right then and there, and not to a problem likely to develop at a future date? Do we imply that we expect the first deposit today in order to bind the Company? Otherwise his problem still exists and will continue to exist until he does something about it.

"Perhaps the greatest single factor why pre-payment is not received is the underwriter's fear to ask for it—he might disturb the prospect and the prospect might change his mind. Let's disturb him in such a way that he'll be happy to give you his check when you ask for it.

"We have all heard of ways of asking. The important question is do we use these ways?"

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Mutual Life Benefits Top \$2 Million Weekly

Policyholders and their families receive benefit payments at the rate of \$2.2 million a week from Mutual Life in the first six months of 1949.

Payments totaled \$57.6 million for the period. More than half went to living policyholders in the form of dividends, matured endowments, annuities and other benefits. Death benefits amounted to \$27.3 million.

The company's mortality experience in the period was 52.5% of the rate expected, the best ratio on record for a similar period.

Gross yield on the company's assets in the 12 months ended June 30 was 3.03%. Taxes and investment expenses reduced this to a net yield of 2.81%, compared with 2.66% for the 12 months ended June 30, 1948. More than 27,000 policies providing \$138 million of insurance were issued in the first half of 1949. This compared with \$151 million of new business in the first six months of 1948.

Fluegelman Heads N. Y. City Assn.'s Past Presidents

The board of past presidents of the New York City Life Underwriters' Assn. elected David B. Fluegelman, Northwestern Mutual, chairman to serve on the administrative committee and the board of the association. Mr. Fluegelman is a past president of the New York State Assn. of Life Underwriters and is a trustee of the National Assn. of Life Underwriters.

Also elected by the group to serve on the association's board were John M. Fraser, general agent Connecticut Mutual, and George P. Shoemaker, general agent of Provident Mutual.

Equitable Marks 90th Year; \$13.8 Billion in Force

Equitable Society celebrated its 90th birthday Tuesday with assets above \$5 billion and a record number of policyholders, 4.2 million.

Thomas I. Parkinson, president, an-

nounced that its paid insurance in force totals \$13.8 billion, also a record. Since its founding in 1859 Equitable has paid out more than \$6 billion which, together with funds held to fulfill present policies,

exceeds by \$1.5 billion, the total amount of premiums received since the society was established.

Replying to critics who have attacked the bigness of Equitable and the life insurance business, Mr. Parkinson pointed to the parallel growth of the business and the country. He stressed that today life insurance companies have investments of \$17 billion in the securities of utilities, industrial plants, railroads and other units, and have greatly aided the

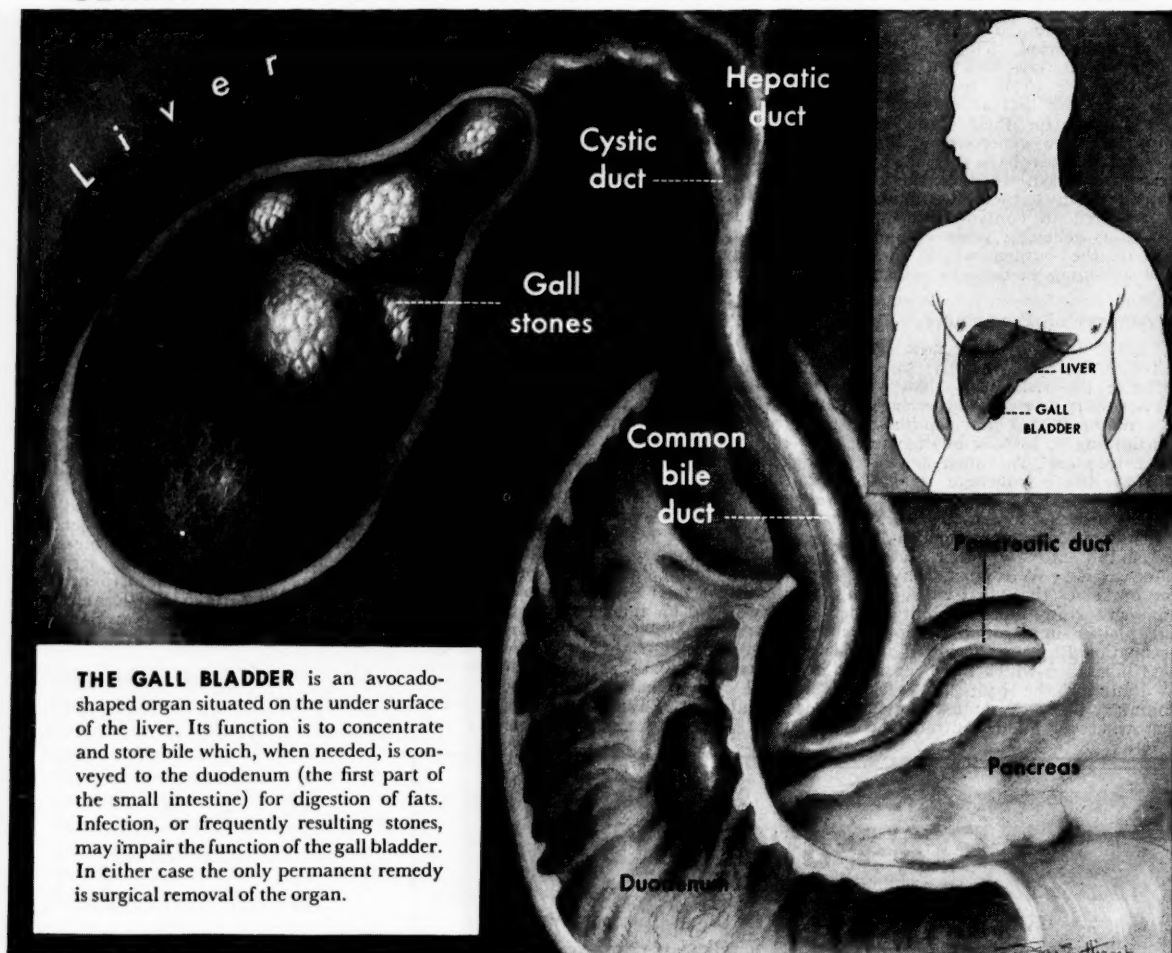
reconversion of industry after every war since the Civil War.

Equitable was founded by Henry B. Hyde, 25, who was deemed too young to head the company. The board of directors made him executive vice-president and named William C. Alexander, a lawyer, president. Hyde, second president of the company, instituted simple, liberal contracts and prompt payment of death claims.

Other innovations aided the company in assuming its position among the leaders. Equitable pioneered cash surrender values, extended term insurance and double indemnity. In 1911 it introduced group insurance, which now protects about one-third of the total working force in the United States.

Mr. Parkinson, a lawyer, was elected president of Equitable in 1927, when the assets amounted to less than \$1 billion. Since then the company has made its greatest growth.

GERIATRICS: HELPING OLDER PEOPLE ENJOY LIFE LONGER



THE GALL BLADDER is an avocado-shaped organ situated on the under surface of the liver. Its function is to concentrate and store bile which, when needed, is conveyed to the duodenum (the first part of the small intestine) for digestion of fats. Infection, or frequently resulting stones, may impair the function of the gall bladder. In either case the only permanent remedy is surgical removal of the organ.

Longer life for people past 40

A rarity in a person of 30, gall stones begin to occur more frequently at about the 40th year. An estimated 25% of all women and 15% of all men in their 60s are so afflicted. It is believed that an equal number suffer from gall bladder disorder (cholecystitis) in which no stones are present.

Women are nearly twice as likely to incur the disease as are men. Excessive fatty foods in the diet, want of exercise, and lack of proper elimination are all contributing factors. Overweight may be a danger sign.

Internal infection—usually ascertainable by physical examination—causes irritation which may impair the function of the gall bladder and bring on acute digestive discomfort. In some cases stones are formed. If lodged within the bile duct, they impede the passage of bile to the intestinal tract. While proper diet may give brief relief, surgical removal of the organ is the only permanent cure known. X-ray examination can

almost always diagnose the ailment and suggest surgery or not.

Removal of the gall bladder once required hospitalization for three to four weeks. Now, fortunately, surgical progress permits most patients to be discharged within one week—giving added incentive to seek such cure promptly and avoid the more serious complications likely to follow.

Modern treatment of gall bladder disease is typical of countless other advances in surgery—of the stomach, colon, heart, bones and brain. All are contributing to geriatrics, the science of helping older people enjoy life longer. All are helping to give the 40-year-old man or woman the promise of another thirty years or more of

enjoyable living.

Full enjoyment of those years calls for financial solvency, best attained through a sound program of savings and life insurance. Your NWNL agent, paid not primarily for how much insurance he sells you but for what you keep in force, has a strong interest to provide you with just the kind and amount of life insurance you need and can afford. He can help you plan wisely for a financially comfortable future through life insurance.

FREE PAMPHLET: "Your Gall Bladder" describes in full the functions of this gland, symptoms of disorder, proper diagnosis and treatment. Free on request.

NORTHWESTERN National LIFE
INSURANCE COMPANY
MINNEAPOLIS MINNESOTA



(This is a reproduction of NWNL's latest national advertisement)

Committees on N. Y. Disability Law

NEW YORK—The all-industry committees on New York's cash sickness law, which goes into effect next July, have been formed and are functioning. They were organized at the suggestion of the New York insurance department.

The committee to study the various problems in statistical and reporting procedure consists of Francis S. Perryman, vice-president and actuary of Eagle-Globe-Royal Indemnity; N. E. Masterson, vice-president and actuary Hardware Mutual Casualty, and Hyman Meyerson, actuary state insurance fund, for casualty; Harry V. Williams, assistant secretary Hartford Accident, for Bureau of A. & H. Underwriters; Billedward Howland, statistician Health & Accident Underwriters Conference; Ed. M. Neumann, 2nd vice-president and associate actuary of Prudential; M. D. Miller, assistant actuary Equitable Society; M. J. Wood, associate actuary Travelers, and G. H. Davis, assistant actuary Life Insurance Assn. of America. R. A. Hohaus, associate actuary of Metropolitan Life, is a member of this and the following committee ex officio.

Forms Committee

The policy forms committee consists of Charles J. Haugh, secretary compensation and liability department Travelers; J. A. Burgoyne, assistant counsel Liberty Mutual; Louis Buffler, underwriting department manager state insurance fund, for casualty; P. J. Burns, acting superintendent Eagle-Globe-Royal Indemnity, for Bureau of Accident & Health Underwriters, and T. H. Kirkpatrick, superintendent and actuary group department Paul Revere Life, for H. & A. Underwriters Conference; S. D. Juliani, superintendent of contracts group division Aetna Life; Frank E. Walsh, director of group insurance relations Prudential; James K. Honey, assistant counsel Life Insurance Assn. of America, for the life companies; G. Gustav Steiner, Aetna Life, representing New York State Assn. of Life Underwriters; Nicholas Sichenze, general agent U. S. Life, Brooklyn, representing International Assn. of A. & H. Underwriters; Joseph A. Neumann, Jamaica, representing New York state agents and brokers, and M. M. Denker, Johnson & Higgins, representing New York state agents and brokers.

Messrs. Burgoyne and Walsh are alternating chairmen of the policy forms group and Mr. Perryman of the statistical and reporting.

Fields Heads Managers

Denver C. Fields, Lincoln National Life, was elected president of Springfield, Ill. General Agents & Managers Assn. Fred B. Woodruff, Equitable of Iowa, was elected vice-president, and Wilbur Gibbs Country Life, secretary-treasurer.

Bankers, Iowa, reported gains in insurance in force for the first half year for 46 agencies. Leading agency in percentage of gain is W. J. Steen, Philadelphia, with 5.62%.

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AN EQUITABLE BRIEFCASE
One of a series of advertisements illus-
trating how a life insurance agent serves
his community by selling life insurance.



Yes...in the same briefcase...Golf Clubs and Brook Trout!

WHO SAID you can't mix business with pleasure? Pete Hansen's briefcase is so full of pleasures for his neighbors that it's stretching at the seams.

Thanks to Pete's briefcase, Fred Matthews at last has all the golf he wants...and Bill Harback is getting his fill of fishing. They're just two of dozens of elderly men in Pete's community who owe their comfortable retirement income to Pete's good offices.

And from that same magic case, Pete can pull out freedom from worry for fathers of families...help for businessmen on basic problems of management...future security for friends and fellow townsmen

who call on him for aid. Pete Hansen is an Equitable Society representative—and an extremely successful one. Men of his stamp have a right to the highest title that can be awarded in a democracy. He's Pete Hansen, *Good Citizen*...a man who does much more than his share to make his home town a better place to live in.

That's why Pete wouldn't trade jobs with anyone else in the country. As a member of an honored profession...as a representative of an institution like the Equitable Society, he holds the respect and regard of every one who counts in his community.

LISTEN TO "THIS IS YOUR FBI"

...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation...another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC Network

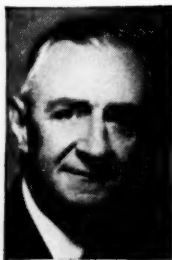


THE EQUITABLE
LIFE ASSURANCE
SOCIETY
OF THE UNITED STATES

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N. Y.

Kenagy to Head L.A.A. Committee

H. G. Kenagy, vice-president in charge of public relations of Mutual Benefit Life, has been appointed chairman of the 1949 annual meeting committee of Life Insurance Advertisers Assn., which will be held in Chicago Oct. 27-29. He replaces L. J. Evans, assistant director of agencies Northwestern Mutual, who has been appointed general agent at Portland, Ore.



H. G. Kenagy

Others on the committee are W. A. Hand, Confederation Life; W. T. Plogsterth, Lincoln National; Charles C. Fleming, Life of Virginia; Margaret Divver, John Hancock; John White, Lincoln National; W. A. Neville, Great-West Life; and Robert Walstrom, Continental Assurance.

Mr. Kenagy joined Mutual Benefit in

1936 as superintendent of agencies and was made a vice-president in 1946. Previous to that he was with Life Insurance Sales Research Bureau, predecessor of L.I.A.M.A., and was for nine years assistant manager. He helped organize the bureau in 1922 when he was in personnel research work. Mr. Kenagy was also connected with Procter & Gamble Co. and Armour & Co. in various sales promotional and personnel capacities. He studied at the University of Minnesota and Carnegie Institute of Technology.

Two Life Bills Signed in Ill.

Governor Stevenson of Illinois has signed the controversial bill permitting employers of 25 persons or less to band together to obtain group life coverage. The governor also signed a measure permitting fraternal companies to establish retirement funds for employees.

L. A. Tax Institute

The school of law of the University of Southern California will hold an institute on federal taxation Oct. 19-21. The institute will deal with practical tax problems encountered in drafting legal documents with emphasis on community property in western states and in business planning.

L.I.A.M.A. Sums Up Half Year

The following tables prepared by Life Insurance Agency Management Assn. give the over-all picture of the half year. This survey shows the total new paid for insurance exclusive of revivals, increases, dividend additions and reinsurance acquired. Volume totals are estimates projected from the sales reports of 129 companies representing 88% of new ordinary, 71% of new industrial and 93% of new group contracts. (000,000 omitted from figures.)

Total Ordinary, Industrial & Group					Comparative Ratios	
	*1947	*1948	1949		1949	%
Jan.	1,790	1,849	1,821	102	126	
Feb.	1,767	1,680	1,711	102	120	
Mar.	1,900	1,888	2,224	118	137	
Apr.	1,847	1,894	1,852	98	114	
May	1,886	1,780	1,861	105	114	
June	1,887	1,850	1,890	102	116	
July	1,918	1,903				
Aug.	1,668	1,740				
Sept.	1,635	1,625				
Oct.	1,909	1,720				
Nov.	1,849	1,808				
Dec.	2,261	2,302				
Year Adj.	210	253				

Year	22,527	22,293				
1st 6 Mos.	11,077	10,941	11,359	104	121	

Total Ordinary Sales					Comparative Ratios	
	*1947	*1948	1949		1949	%
Jan.	1,229	1,331	1,129	85	114	
Feb.	1,187	1,115	1,143	102	118	
Mar.	1,283	1,243	1,337	108	122	
Apr.	1,269	1,287	1,256	98	113	
May	1,230	1,196	1,245	104	114	
June	1,189	1,244	1,252	101	117	
July	1,211	1,184				
Aug.	1,104	1,125				
Sept.	1,048	1,078				
Oct.	1,290	1,150				
Nov.	1,258	1,176				
Dec.	1,478	1,318				
Year Adj.	210	253				

Year	14,986	14,700				
1st 6 Mos.	7,387	7,416	7,362	99	116	

*Total Industrial Sales					Comparative Ratios	
	*1947	*1948	1949		1949	%
Jan.	360	330	357	108	119	
Feb.	382	361	375	104	114	
Mar.	419	409	433	106	117	
Apr.	396	396	414	105	118	
May	410	418	431	103	118	
June	382	379	396	107	118	
July	351	339				
Aug.	360	339				
Sept.	356	352				
Oct.	400	378				
Nov.	369	370				
Dec.	315	321				

Year	4,500	4,400				
1st 6 Mos.	2,349	2,284	2,406	105	117	

*Group & Wholesale Under New Contract					Comparative Ratios	
	*1947	*1948	1949		1949	%
Jan.	201	188	335	178	222	
Feb.	198	204	193	95	147	
Mar.	198	236	454	192	286	
Apr.	182	211	182	86	112	
May	246	166	185	111	108	
June	316	236	242	103	112	
July	356	380				
Aug.	204	259				
Sept.	231	195				
Oct.	219	192				
Nov.	222	262				
Dec.	468	664				
Year	3,041	3,193				

1st 6 Mos.	1,341	1,241	1,591	128	161	
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*These data are revised in accordance with year-end adjustments.
*1949/48; *1949/44-48.

Plan "General Practitioner" Shop at Indiana U.

Indiana University will sponsor on Oct. 3-6 a life insurance sales workshop for experienced agents who are "general practitioners" rather than specialists on estates, taxation or advanced business insurance. The seminar will cover the area between fundamental courses, such as the short course at the University of Kansas and specialized courses such as the advanced underwriting clinics at the University of Illinois. It is designed as a laboratory course and the emphasis will be on working out techniques and solutions in laboratory fashion through direct group participation rather than formal talks. The program is not a training course, but a study of the major selling tools of experienced, but not advanced agents.

The school will be run by Edward Hedges, head of the insurance division of the university. Assisting in planning

are Alden Palmer, R. & R. Service, and R. W. Osler, Rough Notes. Several prominent speakers will set the problems in each of the areas covered. Fees and other expenses are expected to be low, but registration will be limited by the laboratory technique and the housing.

New Cal. Law Will Increase Disability Costs

LOS ANGELES—In discussing problems that will be imposed on insurance carriers by the new act adding \$8 per day hospital benefits for 12 days under UCD plans, the increase in cost is placed at from 40 cents per month up for each individual covered, according to Clarence H. Tookey, actuarial vice-president of Occidental Life. He feels the additional benefits will increase the insurance company loss ratios by 25% or more and that many groups cannot be carried in the face of such an increase.

Allan Thaler, actuarial supervisor in the western home office of Prudential, said: "The costs of the benefits provided by the new law both to the state fund and to the insurance companies should not be underestimated. The insurance companies are in a relatively more difficult position to provide these benefits since they have been giving full value for the dollar through the media of greater benefits and dividend returns, whereas the state has been accumulating all excess contributions as a surplus fund. In most cases insurance companies will be in a position to provide this new coverage only by a reduction in present benefits or by an increase in premium."

No More "Ad" Comment

Commissioner Downey has notified all companies that the California department will no longer, on request, examine or comment upon any type of insurance advertising literature as it has done for many years past.

OBSERVATIONS

Ode to Agency Parties

One of the happiest developments from several points of view in life insurance has been the increasing tendency of agencies to honor new appointees or other men who figure in significant accomplishments or changes with a party to which the other life insurance people in the town are invited. In the first place, such a custom boosts the morale of the man who is being honored. Perhaps ever more important, it brings men from the different agencies together under the most pleasant type of circumstances. Here they can get to know each other, talk over problems and lay the ground work for cooperation. One cannot help but leave an affair of this sort refreshed both in stomach and with the sense that he has glimpsed a real instance of solidarity between life insurance men.

Lowbrow Insurers Up Sights

There are several large life companies which have been highly successful in recent years in amassing a large quantity of business, which having achieved this objective, are now turning their attention to improving the quality of such business. One of them, for example, which has done a big job in writing what might be called "the working classes" has determined also to obtain its share of "preferred risks" among the executive classes. The company is concentrating now on signing up agents who move in fancier circles. To do this, they must offer better financial arrangements than the "quality" companies are forced to offer such men under similar circumstances. They also offer extra inducements to "high type" managerial and supervisory talent. There is apparently no dearth of takers.

Fifty-Fifth Year of Dependable Service

★ The State Life Insurance Company has paid \$164,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$71,000,000 in Assets for their benefit . . . Policies in force number 102,000 and Insurance in force is over \$208,000,000 . . . The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities — for those qualified.



THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

GROUP PENSIONS

- Favorable Rates
- Complete Service and Information for Employers
- Real Assistance to Brokers and Agents



Write

GROUP ANNUITY DIVISION
THE TRAVELERS INSURANCE COMPANY
HARTFORD, CONNECTICUT

EDITORIAL COMMENT

Still Plenty of Work for N.A.L.U. to Do

While there is no question but that the settlement agreement disposing of the charges which Mrs. Nola Patterson of Atlanta brought before the national labor relations board will result in some modifications of the activities of the National Assn. of Life Underwriters, the inescapable effect of the charges, the NLRB investigation, the engaging of counsel by N.A.L.U., the conferences leading to the agreement, and finally, its announcement this week has been to magnify the importance of those N.A.L.U. functions interdicted by the agreement and to cast into the shadow the many other useful activities of the association which will go on just as they have in the past.

It is somewhat like a man having his appendix removed. He never wanted the thing anyway and now that it is causing him trouble he is more than glad to get rid of it. But of course he wants to be sure the surgeon cuts out the appendix and nothing else.

While the crisis is at hand, it blots everything else out of his mind. But after it is all over he resumes his normal activities and discovers that there is still a lot of him left and what he has lost wasn't such a big matter.

In the case of both the hypothetical patient and the N.A.L.U. the importance of the surgery has tended to make people lose sight of the unimportance of what was being removed.

This distorted emphasis on the importance of what N.A.L.U. was doing in the fringe zone of collective bargaining was of course magnified by the efforts of Mrs. Patterson and her followers. She wanted N.A.L.U. to act as a collective bargaining agent for agents' compensation and social security. She made it appear that N.A.L.U. should exist primarily for this purpose and that nothing else it was doing was of much importance. Actually, of course, N.A.

L.U. was filling a vital role in the life insurance world long before agents' compensation or social security became subjects of association discussion.

The ironical thing is that Mrs. Patterson's charges may result in just the opposite of what she intended. If they had been let alone, the N.A.L.U. and the companies might have jointly brought about important improvements in such matters as compensation, pensions, and social security, though not in a way that would be generally considered to be collective bargaining in any but the most strained sense. As things are now, the agreement forces them to remain so aloof on such matters that they can't jointly do anything about them.

At the same time, despite the commotion raised by Mrs. Patterson and her group of followers, there has been scant evidence that ordinary agents are at all interested in becoming unionized. Call it independence of spirit, unwillingness to take orders from a boss—whether the head of a union or of an agency—conservatism, or even inertia, something seems to hold the ordinary agent back from unionization as the solution to his troubles. It seems unlikely that any union could muster enough votes to get itself designated as bargaining agent in any bargaining unit that could be devised.

The N.A.L.U. was doing an excellent and essential job for the agents, the entire insurance business, and the public long before anyone in the business ever gave a thought to those activities which it is now giving up. As a professional society it has an area of usefulness that is amply broad enough to warrant the best efforts of its leaders and the loyal support of its vast membership, which constitutes the broadest representation in the life insurance business.

An Actuary in the Bullpen

The disturbing news from the major leagues' dugout is that the players' pension plan, now two years old, has operated at a loss for the second straight year and is in danger of folding.

The prospect that the knuckle baller who can't knuckle the ball any longer and that the outfielder who can't field and is generally out at the plate will not get the \$5,000 or \$10,000 called for by the plan after reaching the baseball old age of 35 or 40 is sad.

But perhaps Dixie Walker and Fred-

die Hutchinson, player representatives, and the owners should have hired an actuary and insured the plan. Figuring out the weaknesses of a batter, or how a long hit will carom off the fence, and doing it quickly, takes intelligence and fine reaction. But if that is a business in itself which the actuary would not undertake, there is strong evidence that establishing a pension plan that will perform the objectives set for it and last over the years also requires skill, intelligence, and special qualifica-

tions which it is doubtful if Ted Williams, Frank Frisch or even Branch Rickey possess.

In these times the idea of a pension plan appeals to a great many people. Life insurance has made it an attractive notion. But to create for it the aura of desirability it possesses has taken years, hard work, vast experience, and a lot of money—and there are pensions and pensions, just as there is a lot of difference in baseball players. The ballplayers talk in terms of real money—income was \$497,000 and outgo

\$572,345 in two years—but it takes more than money and a desire to make a successful pension program.

Playing baseball is a hazardous occupation in several ways. Players may make a lot of money for a short while and then for any one of a dozen reasons slip into oblivion, take up chicken ranching, or run stores, or go back to the farm. Operating a pension program has its own special hazards. It needs special know-how. The ballplayers need an actuary working in the bullpen, at least.

PERSONAL SIDE OF THE BUSINESS

More than 400 employees of the New Jersey insurance department and treasurer's department at Trenton attended a testimonial dinner for **John Dickerson**, former commissioner, in honor of his being appointed New Jersey state Republican chairman. One of the principal speakers was Christopher A. Gough, acting commissioner.

Miss Ruth M. Kelley, partner in the Kelley-Baum agency of Manhattan Life at Detroit, and Dr. W. L. Skidmore were married there. Miss Kelley has been prominent in the women's quarter million dollar round table.

Sterling W. Sill, Salt Lake City manager of New York Life, has been re-elected chairman of the board of regents of the University of Utah.

En route back to Chicago headquarters after an Alaskan trip, **Ralph H. Kastner**, associate counsel of American Life Convention, spent two days in San Francisco visiting life people there. He started his vacation trip to Alaska right after the meeting of National Assn. of Insurance Commissioners.

Arthur R. Hustad, Twin Cities manager for the White & Odell agency of Northwestern National Life and president of University of Minnesota Alumni Assn., has issued a statement in his university capacity opposing a "witch hunt" of college and university professors to determine whether they are Communists.

Charles A. Ormsby, supervisor policy change division, actuarial department, Connecticut General Life, is now a fellow of the Society of Actuaries.

John Poinier, regional superintendent of agencies in the east and south for Mutual Benefit Life, who becomes a general agent in New York City Sept. 1, and Mrs. Lois Wedell Lawrence of Short Hills, N. J., were married in Short Hills.

Chairman Lewis Douglas of Mutual Life, who is on leave while acting as ambassador to Great Britain, underwent a successful operation for the removal of a cataract that had formed following the piercing of his eye by a fish-hook last April. It was known that the operation would be required since the time it was determined that it would not be necessary to remove the eye.

Frederick A. Schultz, personnel director Unity Life & Accident, concluded his long quest for a college degree when he graduated from Syracuse University recently. He started with the company in 1932 at which time he en-

rolled in night high school and later in the university night school.

Frank H. Williams, manager of the life insurance department of the Coleman & Co. agency, has been elected president of the San Antonio Lions Club.

Charles Forrer, resident vice-president of Washington National at Harrisburg, Pa., was honored at a picnic to celebrate his 30th anniversary with the company. More than 1,000 people attended the party at Hershey, Pa. Home office people included G. R. Kendall, president; J. B. Blandford, vice-president; G. Preston Kendall, assistant treasurer; and M. L. Beatty, assistant division manager.

Norman Smyth, assistant agency superintendent of National Life of Vermont, whose appointment as assistant to Vice-president D. Bobb Slattery was



NORMAN SMYTH

announced in a previous issue of THE NATIONAL UNDERWRITER, joined the company in 1934. He has been an individual producer for the company and was its brokerage supervisor in New York City at one time.

Sidney Salomon, Jr., million dollar insurance producer and director of the St. Louis Cardinals, swallowed a two-inch dental bridge when scanning the unfavorable box scores of his team. X-rays

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were taken and the bridge was located in his stomach, but because of its position the doctors decided that an operation was unnecessary. Mr. Salomon is a member of Portnoy-Salomon & Co., St. Louis agency; and Brandwein, Han-negan & Sid Salomon, Jr., Inc., New York agency.

The address of Paul F. Clark, presi-dent of John Hancock, before the New-comen Society on "Life Insurance and the National Economy" has been pub-lished in handsome booklet by the American branch of the society. The talk is fully documented with facts and figures.

Insurance Director Hershey of Illi-nois has returned to his desk after a 12 day visit to Alaska following attend-ance at the annual meeting of National Assn. of Insurance Commissioners

Governor Thurmond of South Caro-lina has reappointed Thomas R. Miller, Florence general insurance agent, and A. B. Langley, president of Carolina Life, Columbia, to the state committee on insurance laws.

The board of the New York City Life Underwriters' Assn. has elected Charles S. McAllister chairman. He is with the Schmidt agency of New England Mut-ual. He has been in the business for 18 years.

DEATHS

Donald B. Kennedy, 46, manager of the industrial policy division of Metro-politan Life, was accidentally killed last week at his summer home at Oak Hills, N. Y. He had been hunting wood-chucks with a .22 caliber rifle when he tripped causing the rifle to be dis-charged, the bullet piercing his brain. He had been with the company for 25 years.

Herbert Phillips, for 22 years an actuary of the Minnesota department and father of J. H. Phillips, vice-presi-dent of Employers Mutual of Wausau, died at his home at White Bear Lake.

Alexis G. Cutler, 78, retired repre-sentative of Franklin Life and former supervisor, died at his home in Wichita where he had lived since his retirement in 1943. He had represented the com-pany at El Dorado, Kan.; Springfield, Ill.; San Antonio, Tex., and Manhattan, Kan., first joining it in 1924.

Dr. E. L. Woodruff, who about 35 years ago resigned as a medical exam-iner for Aetna Life to become a "street" agent—and met with great success, died at San Francisco July 18 after a long illness. About 20 years ago he left Aetna to become general agent at San Francisco for Manhattan Life. Upon being forced into inactivity several years ago, his son, Neville Woodruff, took over the business.

F. Edward Walker, 50, until recently general agent for United Benefit Life and Mutual Benefit H. & A. at Salt Lake City, died instantly in a collision between the auto he was driving and a truck. Mr. Walker had recently dis-posed of his interest in the agency to Persyl Richardson and H. L. Garfield to take a job as Utah state director of selective service. He had gone to Salt Lake City and entered the insurance business from Oklahoma in 1930. He was a commander in the navy during the last war. Mr. Walker was a former president of the Utah A. & H. Club and a zone chairman for the National Assn. of A. & H. Underwriters.

Mr. Walker was a graduate of the University of Texas. He was past presi-dent of the Salt Lake and the Utah as-sociations of life underwriters and vice-president of the local C.L.U. chapter.

Arthur V. Loomis, Sr., 56, People's Life manager of Wilmington, Del., dis-trict, died of a heart attack. Mr. Loomis was manager of Independent Life be-fore joining People's as an agent in Baltimore. He was made superintend-ent in 1943 and transferred to the Wil-mington area in April, 1949. His son,

A. V. Loomis, Jr., is People's superin-tendent in the Salisbury, Md., district.

E. R. Machum, one of the eight men responsible for the formation of the Life Underwriters Assn. of Canada, died at his home in Saint John, N. B. He had retired as a Manufacturers Life representative in 1925.

John R. McDaid, Sr., group claims supervisor of Provident Life & Accident northern division since 1931, died at his home in Morgantown, W. Va. A na-tive of Ireland, Mr. McDaid came to America about 1900.

John P. Madison, correspondent for

over 30 years for THE NATIONAL UNDERWRITER and other papers and mag-azines, died at Richmond, Va.

Howard A. Schroeder, 56, Utica dis-trict agent for Massachusetts Mutual, died at his home in Utica, after an ill-ness of six months. He had been with the company for 20 years.

Joseph A. Offie, manager for Colonial Life at Charleroi, has been transferred in the same capacity to Beaver Falls.

Frank Buscanics, field manager at Pittsburgh, has been advanced to man-ager at Charleroi.

New Interest Schedule

North American Life & Casualty has made several interest changes. Rates that now apply unless a higher rate has been guaranteed by the contract are: Dividends left on deposit, 3%; future premium deposits and other funds sub-ject to withdrawal, 2%; funds left with the company which are not subject to withdrawal, 2½%.

United States Life has announced that all forms pertaining to policyowners' service no longer require notarization by the policyowner.

A MODERN INVESTMENT PROGRAM

SINGLE PREMIUM 10-YEAR ENDOWMENT

(Purchased by a Father for his Son, Age 21)

Single Premium to pay in full: \$25,000.00 Age 21
Face Amount of Insurance: \$28,756.00 Male

End of Year	Guaranteed Cash Value	Dividend Accumulations †	Total Cash Available †
1	\$23,087.33	\$147.81	\$23,235.14
3	24,230.38	467.86	24,698.24
5	25,436.41	822.42	26,258.83
7	26,709.44	1,214.37	27,923.81
10	28,756.00	1,877.48	30,633.48

USE OF INCOME SETTLEMENT OPTIONS AT MATURITY:

At maturity of this contract the proceeds may be placed under any desired combination of income options available. For example, an interest income may be paid for a number of years, followed by a life income.

Interest Income			
Monthly Income from Guaranteed Cash	\$70.92*		
Including Dividend Accumulations †	75.55*		
Followed by Monthly LIFE Income (Installment Refund)			
	Beginning at Age 50	Age 55	Age 60
Guaranteed Monthly Life Income	\$118.19	\$129.40	\$143.20
Including Dividend Accumulations †	125.90	137.85	152.55

ILLUSTRATION OF POSSIBLE BENEFITS UNDER THIS PLAN:

If the proceeds at end of 10 years are placed under the Interest Income option to Age 55:	
\$75.55* Interest Income per month for 24 years	\$21,758.40
THEN —	
\$137.85 per month LIFE Income (Installment Refund) at age 55 — minimum aggregate payment (Cash applied to purchase income)	\$30,633.48 †
Total Income Benefits	\$52,391.88 †

*Figures based on current 3% interest rate (not guaranteed).

†All dividend accumulations and figures based on dividends are illustrative and not guaranteed.

Massachusetts Mutual
ORGANIZED 1851

LIFE INSURANCE COMPANY
Springfield, Massachusetts

LIFE AGENCY CHANGES

Sun Life Appoints Soper at St. Louis

Sun Life of Canada has appointed J. D. Soper to the St. Louis branch, where he will succeed Fred W. Merselis, now manager at New Haven. R. A. Custis, unit supervisor at Davenport, will replace Mr. Soper at Kansas City.

Mr. Soper joined Sun Life in 1922, became assistant manager at London, Ont., in 1939 and in 1942 occupied the same job at Los Angeles. In 1943 he was made manager at Kansas City.

Mr. Custis joined Sun Life as a representative at Davenport in 1946 and became unit supervisor last January.

Joseph J. Stall, Pacific Mutual Life, has been named group manager at Seattle. He joined the company two years ago after graduation from University of Southern California.

Attis E. Crewe has been appointed associate manager of the Lexington, Ky., office of New York Life. He entered insurance in 1936 and is a war veteran.

N. W. Mutual Names L. J. Evans in Ore.

Lawrence J. Evans, assistant director of agencies of Northwestern Mutual, has been appointed its general agent at Portland, Ore., effective Sept. 1. He succeeds the late L. F. Larson.

A graduate of University of Iowa, Mr. Evans acquired advertising and selling experience in New York City before entering life insurance in 1927 in his home city of Davenport, Ia. He engaged in field and supervisory work and took charge of sales promotion for the former Register Life of Davenport.

Joining Northwestern Mutual's home office staff in 1933, Mr. Evans was made assistant director of agencies in



L. J. Evans

1935. He has been in charge of the advertising and sales promotion program, and much of its printed sales and presentation material were developed under his direction. He was active, with members of the field organization, in developing its planned incomes service, its programming plan.

Having visited all Northwestern agencies, Mr. Evans is well known to the field force. For a number of years he has also had charge of the home office arrangements for the annual meetings of the agents association in Milwaukee and the eastern regional meetings at New York City. He is a graduate of the L.I.A.M.A. management school.

Mr. Evans has been prominent for many years in the Life Insurance Advertisers Assn. and was to have been general chairman of its annual meeting in Chicago this fall. He has also spoken at many life underwriter association meetings.

Ingalls Gets Phoenix Post in Baltimore

Phoenix Mutual Life has appointed Warren Ingalls to head its Baltimore agency.

He joined the company in New York City in 1945, was made a supervisor in 1947, and served at Newark, New York, and Washington. He is a graduate of Colgate University.

Allcorn in New Post

Frank W. Allcorn III has become manager of the life insurance department of the Spratlin, Harrington & Co., local agency of Atlanta.

Daoust of Great-West Retires

Albert Daoust, Quebec City manager of Great-West, is retiring after 43 years with the company. Prior to becoming manager in 1931, he served in the Montreal and Quebec branches, with a short

stay at the home office. He is being succeeded by Jean Lamarche, formerly manager at Sherbrooke. Mr. Lamarche joined the company in 1945 as an agent and in 1947 was appointed supervisor and then manager.

Guarantee Mutual Names Johnson at Indianapolis

Guarantee Mutual Life has appointed Grant O. Q. Johnson as eastern territorial representative and general agent for Indianapolis.

He has been with Mutual Life for 28 years, the last six as manager at Indianapolis.

He served three years on the board of the Indianapolis Life Underwriters Assn., and is a past president of the Indianapolis General Agents & Managers Assn.

He is a C.L.U.



G. O. Q. Johnson

Pilot Life Appoints Three General Agents

Pilot Life has appointed W. P. Jordan general agent at Macon, Ga., S. F. J. Trabue, former manager for Mutual Benefit at Memphis, as general agent at Louisville, and Lawrence S. Struss, former agency assistant, as general agent at Tampa. Arthur Montano, former general agent, will serve as associate general agent with Mr. Struss, who was formerly assistant manager with Metropolitan.

Iowa Life Appointment

Iowa Life has appointed De Vere E. Hirt general agent for Poweshiek county, Earl Maddocks, Jr., for Ringgold

BUSINESS IS GOOD!

The ten leading agents of the CENTRAL LIFE OF ILLINOIS produced \$1,482,779 in June . . . with an average policy of \$3900.00!

Business is good for CENTRAL LIFE field men for they have a full line to offer . . . individual life insurance policies to meet every need . . . hospitalization . . . accident and health . . . effective sales aids and a direct mail plan that **gets prospects.**

Plus complete group coverage.

Desirable territory available.

Write for details.

CENTRAL LIFE
Insurance Company
OF ILLINOIS

Alfred MacArthur, President

211 W. Wacker Drive

Founded 1905

Chicago 6, Illinois

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Cliff McMillen

Concept

The future belongs to men who can grow. We must not be afraid of change. Read Raymond B. Fosdick's article on page 8 of the July issue of the Readers Digest if you are inclined to be a Mr. or Mrs. Milquetoast.

Clifford L. McMillen
347 Madison Avenue
New York 17, N. Y.

No. 28 of a series — No. 27 appeared last week.



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county. Donald Lanners for Jefferson county and Walter P. Miller for Mahaska county.

Ellison Detroit Ordinary Manager of Life of Va.

Gordon E. Ellison has been named manager of the Detroit ordinary agency of Life of Virginia. He has been with the company's weekly premium agency organization since 1938 as a traveling inspector and later as traveling ordinary supervisor. In both capacities his duties were confined entirely to production of ordinary business.

G. E. Ellison

Daniel S. Holcica was appointed associate manager of the Detroit ordinary agency. He was formerly supervisor for Detroit for Occidental Life. He will concentrate on group lines and brokerage.

Jeffris Joins Conn. Mutual

Malcolm G. Jeffris has joined Connecticut Mutual as brokerage supervisor of the Hunken agency, Chicago. He entered insurance in 1948 and he is a war veteran. He is a graduate of Northwestern.

Hull Named Minn. Head

Harter B. Hull has been appointed manager of Minnesota for Homesteaders Life of Des Moines. His headquarters will be in Minneapolis. Mr. Hull was formerly with Bankers Life of Iowa as a special agent for the Niemann agency.

Manhattan Life Enters 100th Year

Manhattan Life, one of the pioneer life insurance companies in the United States, will enter its 100th year of business Aug. 1. Its first policy, for \$2,000, was issued Aug. 1, 1850, on the life of Christopher Y. Wemple, first secretary of the company.

One of its early policies covered the shipment of a group of 180 Chinese coolies to Panama. The premium was \$720 and losses totalled \$408 because of the death of a number of the coolies during the voyage.

In 1864 the company inaugurated the incontestable clause in all policies, 41 years before this clause was required by law. In 1894 it moved its home office to 66 Broadway, in New York City's first skyscraper, 16 stories high.

James P. Fordyce, eighth president, has headed the company since 1939. Since then Manhattan Life's insurance in force and assets have more than doubled.

Conn. Mutual Passes Billion Dollar Benefit Mark

Connecticut Mutual has passed the billion-dollar mark in total benefits paid to policyholders and beneficiaries since organization. President Peter M. Fraser commented that over half of all policy proceeds are now being paid out on some form of income basis as compared with less than 5% 25 years ago. He added that it is hard to conceive of the size of a billion dollars. He mentioned that it would pave a highway over 2,000 miles long and 10 feet wide with one-dollar bills.

Columbus Mutual Adds Pension Plan

A pension plan for its agents has been introduced by Columbus Mutual Life. It is a non-contributory plan, based on the principle of guaranteeing for life the level of renewal income attained by retirement age.

Maximum renewal income guaranteed is \$400 a month, which will not be reduced by any social security benefits received. The agent may retain an active agency contract and receive in addition to his renewal guarantee the first year commissions, bonus and agency building rewards on any business which may be written after retirement. Any renewals in excess of the amount guaranteed will be paid to him as earned and there will be no forfeiture of renewals at death.

The pension plan formula allows 4% credit for each year in which \$50,000 of insurance is paid for and a 100% guarantee can be obtained for 25 such "service years." If any agent reaches 65 with less than 100% lifetime guarantee of his renewal income, he has his choice of either retiring then or continuing in active service to build up his yearly renewal income and the percent-

age of such which will be guaranteed for life.

The plan also provides for a survivorship guarantee for the spouse, if desired, and for disability benefits after 10 years of service.

Beneficial Life Agents' Production Honors Cannon

George J. Cannon, executive vice-president Beneficial Life, was honored at a dinner on his 70th birthday which closed a special seven month's production contest. Total production amounted to \$20 million. Prizes will be given to the leading producers. About 300 attended the dinner. He joined the company in 1919 as a director, became assistant to the president in 1928, and executive vice-president in 1935.

Six Months Report of Provident Mutual

Outstanding investments of Provident Mutual Life reached a new high of \$598 million at the end of the first half of 1949. New investments during the period amounted to \$35.8 million at a gross return of 3.58% as against a yield of 3.41% for the corresponding period of 1948.

Biggest classification of new investments was \$15.6 million in industrial bonds; second was mortgages at \$13.8

Company Cooperation Builds Successful Sales Careers

By NATHAN S. JACOBSON, C. L. U., District Manager

I suppose that my contract with Reliance Life came as a matter of course, since my father's first contract with Reliance was dated in the same year in which I was born. All of my life, from childhood up, I remember Reliance almost as a part of our family life. My father's enthusiasm for Reliance and his success with the company led me quite naturally to a Reliance contract.

However, I believe that Reliance would have been my company even without my long association with it through my father, primarily because of the fine cooperation Reliance gives its representatives.

I have found Reliance a company that is genuinely interested in my success and eager to cooperate in every way to assure my continued success.

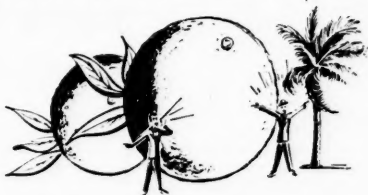
In any problem or difficulty I have faced, I have always found the Company willing to do everything possible to help me out. This spirit of genuine company cooperation is the most valuable thing any company can give its representatives.



Nathan S. Jacobson came with Reliance Life in 1936. A consistently fine producer both in volume and quality of business, he is a life member of the Million Dollar Round-Table. He received the C. L. U. designation in 1939 and is presently serving his second term as president of Baltimore Chapter of C. L. U.'s. Mr. Jacobson represents the second generation with Reliance, his father, I. B. Jacobson, is an "old-timer" with the Company and also has a fine production record.

RELIANCE LIFE
INSURANCE COMPANY OF PITTSBURGH

FIDELITY
THE COMPANY BACK OF THE CONTRACT



CALM CLAIMS

"Biggest" ... "best" ... "smallest" ... "least" ... superlatives and qualifying words may distort the over-all viewpoint ... throwing the composite picture out of focus.

Complete appraisal of any life insurance institution requires the evaluation of many factors. The company's history, objectives, financial position, policy provisions ... these and other basic points must be considered.

An analysis of Fidelity will indicate a well-balanced company.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



million. Insurance in force increased to \$1.30 billion. New insurance sold amounted to \$49.4 million.

Shenandoah's Open House

Shenandoah Life has extended invitations to its 60,000 policyholders to attend the opening of its new home office building at Roanoke, Aug. 12-13.

Equitable L. & C. in Idaho

Equitable Life & Casualty of Salt Lake City has entered the company in Idaho. The company writes life, accident and health and is licensed in Utah, Colorado, Wyoming, Nevada and Arizona.

Commercial Life of Arizona has declared a 5% dividend on stock of record on June 30.

Texas Prudential has increased capital stock from \$500,000 to \$1 million. \$500,000 was transferred from the company's surplus to effect this increase.

Girard Life has been licensed in Connecticut.

Griswold to Head Guardian Consolidation Of 2 Conn. Agencies

Guardian Life has consolidated its New London agency with its agency at New Haven, under Richard W. Griswold, formerly manager at Washington and more recently at New London. He served four years as a naval intelligence officer and later became a consular official at Bremerhaven. He graduated from Yale in 1919 and joined Guardian in 1927. James K. Flack, former manager at New Haven, resigned to enter another field of business.

New York Life has purchased from Great Lakes Pipe Line Co. \$5 million of 3½% sinking fund debentures, due in 1969.

COMPANY MEN

Sterling Promotes Holmquist to Board

Sterling of Chicago, has appointed G. E. Holmquist, vice-president, to the board and increased the executive committee to five members. Mr. Holmquist and John H. Lumley, executive vice-president and board member, have been appointed to fill the two new positions. Mr. Holmquist joined Sterling about five years ago. He engineered the building of and moving to new quarters, took over supervision of methods and procedures. In 1947 he was elected vice-president, and is now assistant to Mr. Lumley.

Mr. Holmquist has been in the business since 1922, with Retail Credit of Atlanta, Standard Fruit, and Union Indemnity. After 12 years with Kemper Insurance he was office manager and purchasing agent, and an assistant secretary of Lumbermens Mutual and American Motorists.

Malone New Gulf Life Agency Secretary

Gulf Life has named E. H. Malone agency secretary. Thomas R. Miller, educational supervisor, will take over the new agents' training division. Mr. Malone joined Gulf in 1938 and was made superintendent in the Stone Mountain district in 1940, and transferred to Savannah in 1942. After military service he started the company's agents' training school in 1946 and in 1947 headed a company-wide training program for new agents.

National Masonic Appoints 3

J. Howard Gongwer was elected general counsel of National Masonic Provident Assn. to fill the vacancy created by the death of Wm. F. Voegelé. Dr.

G. B. Robinson, medical director, was elected vice-president and H. G. Miller was made a member of the executive committee.

R. A. Anderson to High Post in Fla. Company

Richard A. Anderson, resident actuary of Protected Home Circle of Pa., Sharon, has resigned as of Sept. 1, to join Professional Ins. Corp. of Jacksonville, Fla., as vice-president and actuary with supervision of home office operations. He was educated at Iowa State College. For the past nine years he has been with Protected Home Circle. Before that, for six years, he was with Royal Neighbors of Rock Island, and for four years was with Union Mutual Life of Des Moines.

He is president of Fraternal Actuarial Assn.

The actuarial department of Protected Home Circle will be continued in the home office and arrangements have been made with Frank Speakman Associates of Philadelphia, as consulting actuaries.

Great National Elects Gaines Vice-President

Charles E. Gaines has been elected vice-president and agency director of Great National Life. He has been agency director since 1948. He was formerly associate director of the Southern Methodist University course. In the life field since his graduation from Wabash College in 1938, he served during the war as an instructor in War Department finance and fiscal plans.

Thompson Gets Hand In

Seth B. Thompson, former Oregon commissioner, who is now vice-president and manager of agencies of West Coast Life, spent a week at the home office getting acquainted with home office personnel and agency managers in northern and central California. He will spend the next five or six weeks closing up private affairs and visiting with agencies and agents in Oregon and Washington, and is expected to take up his home office duties officially Sept. 1.

Bertram in New Post

John C. Bertram was appointed vice-president and actuary of State Capital Life. In the business since 1932 Mr. Bertram joined State Capital last year. Prior to that time he had been with Mutual Life.

Clark Advanced

Howard W. Clark was elected secretary-treasurer of Delaware Mutual. He has been assistant secretary-treasurer.

Pilot Life Names Fox

Pilot Life has appointed M. F. Fox agency assistant. Mr. Fox was field training supervisor with Metropolitan before joining Pilot Life.

W. K. Gordon, Jr., Fort Worth, was elected to the board of Southwestern Life, to fill the vacancy caused by the death of his father, W. K. Gordon, Sr. He has been associated with the company since 1932, until he resigned this year to handle his father's affairs. The elder Gordon was an original stockholder of the company.

John C. Cholewa, former district manager of Longmire agency of Manhattan Life, Pasadena, has been appointed general agent for Orange county, Cal., as reported in the last issue of THE NATIONAL UNDERWRITER. He entered insurance in 1935 as a debit agent for Prudential in Chicago.



SALES MEETS

Pacific National Holds Convention at Glacier Park

Pacific National Life held its 20th convention at Glacier Park hotel in Montana. One hundred agents and their wives attended. Ray H. Peterson, president, gave the welcoming address and John J. Holmes, Montana commissioner, was the guest speaker. C. Gale Baker, Boise, was the company's leading producer and diamond studded pins were awarded to the 12 quarter-million dollar producers. Wayne E. Hibbard, Oregon manager, was elected president of the million dollar association and J. Milton Olsen, Wyoming manager, heads the general agents' association.

Southland Life Plans Havana Convention

Plans have been completed for the Southland Life convention in Havana, Aug. 1-5, which 200 field men and their wives are expected to attend. The business session will feature O. J. Breidenbaugh, insurance consultant, Victor Cook, head of listed sales at Merrill Lynch, Pierce, Fenner & Beane, and Alden C. Palmer, executive vice-president of Insurance Research & Review. Joe Woodward, vice-president and agency director, will be in charge of all arrangements, including the chartered airplanes, in what is believed to be the largest chartered flight to a foreign country by any American firm.

Pacific Mutual Conferences

Pacific Mutual has scheduled three sales conferences for its field force in 1950. Qualifiers from the eastern agencies will meet at Mackinac Island, Mich., late in August, 1950; those from western agencies at Victoria, B. C., in September. The third conference, to be held at Estes Park, Colo., will be for leaders in Pacific Mutual's railroad accident and health department.

ACCIDENT

Name Conference Committee Chiefs

New committee appointments have been announced by Frank L. Harrington, Massachusetts Protective, president H. & A. Underwriters Conference.

The group committee, which operates virtually as a section of the conference, has the most extensive organizational setup: Chairman, P. W. Watt, Washington National; vice-chairman, industrial group, J. E. Hellgren, Lumbermens Mutual Casualty; vice-chairman, association group, G. L. McDowell, Commercial Casualty; vice-chairman, blanket, F. M. Walters, General Accident; vice-chairman, franchise, H. C. Pogue, Business Men's Assurance; secretary, Bill Howland, conference statistician.

The underwriting committee, which like the group committee holds meetings of its own, also has two vice-chairmen, J. M. Wickham, North American Life & Casualty, and Charles D. Scott, Great American Reserve. D. B. Alport, Business Men's Assurance, is chairman.

Fred Grainger, Federal Life & Casualty, is conference chairman of the disability insurance joint committee, liaison group with the International Assn. of A. & H. Underwriters.

Other chairman are: Agency management, J. E. Scholefield, North American L. & C.; Blanks, A. C. Olshen, West Coast Life; Business Standards, F. M. Walters, General Accident; Convention, Paul G. Garey, Commercial Casualty; Education, C. F. Lee, Columbian National Life; Finance, L. D. Cavanaugh, Federal Life; Hospital Insurance, Irvin A. Weaver, Secured Casualty; Legal, Clarence L. Peterson, Ohio State Life; Medical insurance, W. deV. Wash-



The Helping Hand
-LIFE INSURANCE-

LIKE the helping hand of a parent, life insurance is always ready to give a lift. Life Insurance Company of Georgia has been helping millions of Southern families for 57 years—last year paying nearly seven million dollars to both policyholders and beneficiaries.



LIFE Insurance Company of GEORGIA
THE OLD RELIABLE • SINCE 1891
HOME OFFICE — ATLANTA

burn, American Health; membership, Stanford Miller, Employers Reinsurance; Memorials, A. W. Franklin, United Commercial Travelers; Non-cancellable, H. R. Lawson, Massachusetts Protective; Planning, Robert R. Neal, North American Accident; Public relations, F. S. Vanderbrook, Monarch Life (C. W. Young, Monarch Life, honorary chairman); Social Insurance, James E. Powell, Provident Life & Accident; Standard provisions, Jarvis Farley, Massachusetts Indemnity; Statistical, John H. Miller, Monarch Life; Taxation, John Jay Temple, American Hospital-Medical Benefit.

Dellorto Leads Sterling

Joseph Dellorto, Sterling of Chicago, was awarded a new Chevrolet by the company for being top producer in a recent three-month production contest. He is a member of the Chicago South Side agency.

Polio Assn. to Meet Aug. 9

Polio Insurance Assn. will conduct an underwriting and claim meeting at the Stoneleigh hotel, Dallas, Aug. 9.

The morning session will be devoted to underwriting practices and in the afternoon claim practices will be taken up. Officers will be elected in the afternoon.

The first half year report to directors of **Boston Mutual Life** showed combined insurance of \$17,302,074, compared with \$13,769,421 for the same period last year. Premium income for the six months was \$3,672,586.



PURPOSIVENESS IS LIFE WITH A DIRECTION RATHER THAN A POINT- LESS, WAVERING EXIST- ENCE.

Purposiveness means the setting of a goal, a target at which to shoot, and never forgetting or losing sight of the mark. It may be that the mark is so high that during a lifetime we are unable to hit it, but true Purposiveness keeps forever trying.

In the insurance salesman, even in one who believes in the inherent worth of the thing he is doing, a lack of Purposiveness will be fatal. This lack of Purposiveness will be apparent in his failure to construct a plan for his prospect. The salesman's Sincerity may cause the prospect to be interested at the first blush, but the lack of a plan will cause him to lose interest, for he will see the salesman vacillate in his suggestions.

**THE GREAT PERSONALITY
HAS SOMETHING OF HARD-
NESS IN IT, AND THAT
HARDNESS, THAT STEEL,
THAT BACKBONE IS PUR-
POSIVENESS.**



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS**

Executive Seminar Draws 49 Officers

The Agency Management Assn. completed its initial agency executives' seminar in Chicago with 49 officers of 41 member companies attending. Lewis W. S. Chapman, director of company relations, directed the seminar, which was limited to officers of companies with less than \$300 million of ordinary in force.

Main objective of the seminar was to bring executives up to date on recent developments in agency management. Although over-all planning was the goal, specific problems facing agency operations at the home office level were considered.

The seminar included a study of financial management, recruiting, training of managers, supervision of agencies, human relations, establishment of working relationships between home office and field, and an agent's job analysis.

ASSOCIATIONS

Virginia Training Schools at Richmond and Roanoke

The Virginia Assn. of Life Underwriters held two leadership training schools for newly elected state and local officers. The first one was held June 30 in Richmond, Va., and the instructors at this school were:

Herbert R. Hill, national trustee and past state president; Horace F. Sharp, national committeeman and past state president; Paul C. Agee, first vice-president Virginia association; J. Kenneth Brannon, secretary-treasurer Virginia association; J. Allen Patterson, president Virginia association.

Officers were present from associations at Charlottesville, Petersburg, Suffolk, Newport News, Portsmouth, Norfolk, and Richmond. The second school was held at Roanoke, Va., on July 14. Instructors were:

E. Dudley Colhoun, director of agencies Shenandoah Life, past national trustee, and past president of VALU; T. Woody Evans, agency manager of Equitable Society; Mr. Agee, Mr. Brannon and Mr. Patterson.

Officers were present at this school from the associations at Alexandria, Staunton, Lynchburg, Bristol, Martinsville, Danville, and Roanoke.

Chicago Groups Plan Year

Chicago Assn. of Life Underwriters held a program committee meeting for all associated organizations to lay out the programs for each group in the coming year. A list of possible speakers for every activity was presented to each president or chairman. A meeting date schedule had previously been set up.

The Life Underwriter Training Council in Chicago is arranging for a class in section I and in section II under Hans A. Franke, Ohio State Life. The section I class will start on Oct. 28 and will meet on Fridays from 2:30 to 5 in the Continental Assurance auditorium. Enrollment is now open and early action is advisable because the classes are almost certain to be oversubscribed this year.

Lexington, Ky.—W. R. Long of Louisville, chairman of the state association's legislative committee, appealed for strong support of his committee's work and an increased membership.

Fayetteville, N. C.—C. W. Hall has been elected president, L. C. Hubbard, vice-president, and Ed Edgerton, secretary.

Lumberton, N. C.—Marvin Gerald and Oscar Simpson have been installed as president and vice-president, respectively. C. F. Baxley is the retiring president. Membership increased from 15 to 21 members in the last year.

Mrs. Raymond C. Johnson, wife of the assistant vice-president in the agency department of New York Life, died last week.

THE NORTHERN LIFE INSURANCE COMPANY

Provides its Underwriters —

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
- A FULL Sales Kit, Including Life, Accident, Health, Hospitalization, Group Life, Group A & H, Salary Savings

Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa; or H. C. Vollmann, 4434 North Dover Street, Chicago 40, Illinois.



NORTHERN LIFE INSURANCE COMPANY

Established 1906

D. M. MORGAN, President
Home Office: Northern Life Tower
Seattle, Washington

LIFE * ACCIDENT * HEALTH
Issued together at a substantial saving,
or separately

GROW WITH THE WEST!

There's no question about it—THE WEST IS GROWING! The question is . . . "Are YOU Growing? Take inventory of yourself and your prospects today and see if you are growing as you should. Then consider the possibilities offered you in a Pacific National Life contract: fast-selling policies with liberal commissions that mean unlimited earnings.

Insure your future growth with . . .
A Strong Company Building A Strong West

PACIFIC NATIONAL LIFE ASSURANCE COMPANY

First South & Main Street
Salt Lake City, Utah

Licensed and actively operating in
10 Western States and the
Territory of Hawaii

Ray H. Peterson President
Kenneth W. Cing Supt. of Agencies

Urges Selling N. Y. TDB Cover Now

(CONTINUED FROM PAGE 3)

contributory accident and sickness plans has always been high.

For the employer who doesn't even want to make the concession of an immediate contributory plan to his employees, there remains the attraction of careful consideration, calm thought, mature decision on a plan, and provision for it to become effective on July 1, 1950. This may be done now, and the employer will have the problem solved and settled long before he has to wake up and face it one summer morning.

Further, experience in California and New Jersey indicates that plans which were in existence prior to the effective dates of disability laws were given somewhat more liberal consideration by the officials of the states who are charged with checking their qualifications than those which were installed just in time to meet the deadlines.

If there are sound reasons why employers should buy this coverage now, there are many more good reasons why agents and brokers should begin actively soliciting it now. Perhaps the most important one is time. A tremendous amount of work must be done by each agent and broker who is going to properly service his clients. The time remaining in which to do this work is not going to be adequate unless it is used wisely. Data sheets containing payroll information must be obtained from each firm; computations must be made on each, either by the agent or the insurance company; proposals must be drawn up, presented, considered, perhaps revised, and adopted; applications must be taken, and in cases which are to become effective immediately, employee solicitations must be conducted if employees are to contribute. These things take time, and not only must they be done for each client, but for all new clients the agent or broker hopes to obtain as a result of this law. It will be a physical impossibility to do all these things in June, 1950, for more than a few accounts.

A party held in the offices of the Parsons agency of Mutual Benefit Life in Chicago to honor **Ervin D. Hintzpeter** of that agency upon his appointment as general agent for Montana also turned out to be in honor of Ervin D. Hintz-

peter, Jr., who was born that very morning to Mrs. Hintzpeter in the Wesley Memorial Hospital. The Hintzpeters will be moving out to Bozeman as soon as Mrs. Hintzpeter and her new son are able to travel. Ervin, Jr., was the first male grandchild of Herman C. Hintzpeter, retired manager of Mutual Life in Chicago. The youngster has a solid life insurance background because his uncle is E. C. Hintzpeter, who heads what is known as the Hintzpeter branch of the Parsons agency in Chicago.

Moore, Case Names Life, A.&H. Brokerage Head

Moore, Case, Lyman & Hubbard, Chicago, has named **Earl W. Montgomery**



E. W. Montgomery

brokerage manager under Robert B. Kegley, manager of life and accident department. Mr. Montgomery has been with Central Life of Illinois at Chicago for the past year, rewriting A. & H. coverage. Before the war, Mr. Montgomery was with Household Finance in Chicago and Madison, Wis. He served as an army officer and was wounded at Saipan. Following release from the hospital in 1945, he joined the home office A. & H. department of Provident L. & A. Provident transferred him to Chicago in agency promotion work and then he was sent to Detroit to build up a new branch there.

Michigan Actuaries Elect

At a meeting of Michigan Actuarial Society at Detroit, these officers were elected: President, Dr. Cecil J. Nesbitt, University of Michigan; vice-president, A. F. Reinhard, Federal Life & Casualty; treasurer, Fred W. Hamm, city of Detroit retirement systems; secretary, Richard E. Henne, Gleaner Life.

V. S. Eagan has been appointed supervisor of the new insurance and estate analysis department of the Des Moines agency of Bankers Life. He has been in life insurance 30 years, 17 years with the Niemann agency.

Northwestern Mutual Life Holds Convention of Its Agents at Milwaukee

(CONTINUED FROM PAGE 1)

256,000. Payments to policyholders and beneficiaries were \$66,049,000, and other disbursements of \$16,980,000 were made from funds left with the company under installment income plans. Total company income was \$174,510,000, consisting principally of \$109,816,000 in premiums, and \$37,479,000 in interest and other earnings on investments.

Northwestern Mutual's insurance in

industry generally, in increased productivity. For Northwestern this has meant simplifying methods and wherever possible mechanizing procedures. Studies are continually under way to effect such improvements.

Northwestern Mutual's correspondence from policyholders has indicated little concern with potential dangers and abuses from size and control, which critics of the business have been stressing, said Mr. Robinson. Instead, they have written in about their disappointment at the lowered interest returns resulting from government fiscal policies.

CITE TOP AGENTS

Presentation of certificates and awards to agents who qualified for production and honor clubs during the past agents' year, was a feature of the opening session. Membership in the nine production clubs totaled 1,130.

A. J. Ostheimer III, Philadelphia, led in gross volume with \$6,881,429, to set a new company record. He led in gross sales the previous two years. Mr. Ostheimer also was runner-up for the "AA" prize and won the Class A honor for the greatest percentage of increase over his three-year rating in his production class. During the past eight



A. J. Ostheimer



Mrs. Ann Liston

force at June 30 totaled \$5,872,168,000, a gain of \$142 million since Jan 1. Number of policies increased to a total of 1,362,956. Assets reached a new high of \$2,360,319,000.

Sales of new insurance during the first six months were \$212,339,000, or 7% below a year ago, but they were greater than any year in the company's history prior to 1946. Of a portfolio of \$1,886,000,000 of securities owned, not one was in default at the end of June.

Some Mortgage Loan Delinquencies

Changed economic conditions are reflected in the appearance of a few residence mortgage loan delinquencies, chiefly among insured loans. However, the number is below what the company considers normal. At the end of June, less than \$10,000 of mortgage loan interest was more than three months past due, which was less than two-tenths of 1% of the amount collected during the first six months. Policy loans show a modest increase, but also are below normal. Mortality among Northwestern policyholders during the first half year was even below 1947, the year which established the company's all-time low record.

Total bond investments at June 30 were \$1,834 million and the preferred stock account was \$52 million. The mortgage loan account now totals \$297,600,000, of which \$139,600,000 was in the residence loan field. Income producing real estate purchased for investment was increased to \$33,456,000. The total real estate owned, including land contracts on property sold and home office property, was \$39,660,000.

Sees \$6 Billion Goal Near

Mr. Robinson said that judging from the rate of net increase in insurance in force it is reasonable to assume that the amount of insurance in force at the end of 1949 may approach \$6 billion.

Mr. Robinson voiced the belief that despite the troublesome impact of current declines in some areas, the adjustments which are now taking place will for the most part be beneficial in the long run.

"Fortunately the so-called recession has been a rolling one, with not all adjustments taking place at one time," he said. "These adjustments are not in our opinion having any adverse effect on the day to day operations of the company or on its ability to perform its policy obligations. Today's uncertainties are but a reminder of the need for security and the role of savings and insurance in achieving that security."

Mr. Robinson showed how the experience of the 1930s has been used to good advantage in bolstering contingency reserves. As to the problem of increases in the cost of doing business, he said that the answer must lie, as in

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

Insures The Whole Family

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE — SYRACUSE, N. Y.

COMPLETE PERSONAL INSURANCE COVERAGE

- LIFE • HEALTH
- ACCIDENT
- HOSPITALIZATION
- MEDICAL and SURGICAL REIMBURSEMENT
- GROUP • FRANCHISE
- BROKERAGE
- REINSURANCE

"REGISTERED POLICY PROTECTION"

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

THEO. P. BEASLEY, President
DALLAS, TEXAS

VESTED RENEWALS

Think of your own security as you sell security to others! For instance, if you were writing our Life, Accident, Health and Hospital insurance and should leave or die, you or your estate would continue to receive your renewals on a vested basis. Our Company is a leader in providing the advantages of vested renewals for representatives.

Want more details? Write in confidence.

FEDERAL LIFE AND CASUALTY COMPANY
DETROIT 2, MICHIGAN

Growing with the West
WEST COAST LIFE
INSURANCE COMPANY
HOME OFFICE • SAN FRANCISCO

years, his annual average has been well in excess of \$3 million of business.

Winner of the "AA" prize for the largest net production was Frederick D. Leete, Jr., Indianapolis, with \$1,630,350. He was runner-up in 1947 and previously has won the bronze, silver and gold buttons and honors in several production classes, as well as membership in the Marathon Club.

The special "XX" award and the 1949 presidency of the Marathon Club for the greatest net number of lives insured, went to Lewis T. Stearn, Minneapolis, with 144. He was a Marathonian for 12 consecutive years before going into military service in 1943, and again qualified the last three years. He has won the award and presidency three times previously. L. R. Schultz, Philadelphia, was runner-up this year with 122 lives.

Mrs. Ann S. Liston, South Bend, was tops among the women agents with \$1,025,000 of paid-for. She ranked 15th among all agents. In addition to qualifying for the Million Dollar Club, Mrs. Liston also won Class C honor for the greatest percentage of increase over her three-year average. Miss Sara Royall, Richmond, Va., was runner-up in volume among women agents.

Women who qualified for honor were Mrs. M. M. Lash, Cramer Agency,

South Bend, silver button; Miss A. M. Ray, Johnson Agency, Louisville, Mrs. A. L. Spence, Horner Agency, Madison, Wis., and Mrs. P. Z. Brummett, Poin-dexter Agency, St. Louis, bronze buttons.

Winners of class honors in the various production groups for the greatest percentage of increase over their three-year rating were Mr. Ostheimer, in Class A with 66% increase; J. Harry Veatch, Los Angeles, Class B, 67%; Mrs. Liston, Class C, 144%; J. Eldon Bailey, Kansas City, Kan., Class D, 153%; and W. B. Moorhead Flint, Mich., Class E, 101%.

In Group N, junior certificate winners for showing the highest percentage of increase over their previous year's production, were John M. Law, Wheeling, gold section, 423% increase, and A.C.F. Finkbner, Jr., Philadelphia, silver section, 235% increase.

Honorable mention for the largest volume of new business among 53 agents in the gold section went to Mr. Law with \$822,278 production; among the 57 agents in the silver section to Mr. Finkbner, Jr., with \$886,283, and among the 100 agents in the bronze section to Edwin T. Naff, Chicago, (Todd), with \$618,427.

Four-a-Month Leaders

Leading all agents who qualified for the 4-L Club by paying for four or more lives in each of 12 consecutive months was David E. Harris, Des Moines, with 204 months or 17 years of continuous membership. Other leaders were L. T. Stearn, Minneapolis, 188 months; D. E. McTigue, Sioux City, Ia., 186 months; Israel Franklin, Providence, 183 months; H. E. Hauter, Springfield, Ill., 173 months; L. R. Schultz, Philadelphia, 156 months; H. K. Schuetter, Oshkosh, 143 lives, and Herman G. Fricke, Omaha, 107 lives.

Agents who qualified for the 1949 Marathon Club by insuring 100 or more lives, exclusive of employee trust business, were L. T. Stearn, Minneapolis, president; L. R. Schultz, Norristown, Pa.; Royall R. Brown, Winston-Salem, N. C.; A. C. F. Finkbner, Jr., Philadelphia; J. K. Elliott, Kewanee, Ill.; D. H. Lienemann, Papillion, Neb.; G. W. Dygert, Angola, Ind.; C. E. Rosch, Baltimore; L. H. Jones, Glasgow, Ky.; D. E. Harris, Des Moines; F. L. Pike, Oxford, Wis.; H. G. Fricke, Omaha, and E. S. Russo, Baltimore.

NATIONAL LEADERS

Headed by Mr. Ostheimer with \$6,881,429 production, the other Northwestern "Big 10" qualifiers are N. H. Seefurth and Ben S. McGiveran, Chicago; J. N. Meeks, Columbus, O.; E. M. Klein, Cleveland; H. Ben Ruhl, Detroit; F. D. Leete, Jr., Indianapolis; Royall R. Brown, Winston-Salem; C. M. Ohl, Toledo, and Alden H. Smith, Nashville. Other Northwestern "millionaires" are C. A. Seys, Grand Rapids; Warren E. Clark, Milwaukee; Herbert J. Schwahn, Milwaukee; Leonard Mor-decai, Boston; Mrs. Ann Liston, Indianapolis; L. T. Prettyman, Muskegon, Mich., and J. D. Walter, Chattanooga.

The district agents' cup was won by Glen D. Palmer, Yorkville, Ill., for scoring the largest number of points, based on five organization factors. He gained permanent possession as three-times winner. Leading all district agencies in sales volume were Roe Walker, Bloomington, Ill., with \$2,882,216 to top the group; Deal H. Tompkins, Charleston, W. Va., and W. C. Roeder, Fort Wayne.

In the competition for the general agents' achievement cup, based on a graded point basis involving nine factors, the winner was Elmer R. Dill, Poughkeepsie. Runners-up were S. M. Burpee, Sioux City, Ia., H. E. Whalen, Dayton, O., and R. M. Wagoner, Boise.

Jamison & Phelps, Chicago, were volume leaders for the agents' year and also showed the largest dollar volume

increase among the general agents. A. W. Miller, Billings, Mont., led in percentage of increase, and V. M. Stamm, Milwaukee, in increase per capita.

The opening session terminated with the presentation of a play, "Jim Johnson's Busy Week," another in a long series of dramatic presentations prepared by Laffin C. Jones, assistant director of agencies.

The plot revolves around Jim Johnson, a young Northwestern agent who has been in the business something more than a year. As the five scenes of the drama unfold, he is seen coping with all the vicissitudes that have beset many a successful agent getting started on his own in the life insurance business. In fact, Jim's troubles are some-

what exaggerated for dramatic effect.

After growing impatient at his uncertain hours, continual study and other problems, his wife leaves him when a large case which he has written falls through because of the applicant's un-insurability.

Jim profits by his association with a doctor who lives in the apartment across the hall and whose wise counsel and observations on his own problems in becoming established help Jim work out his own problems. This he does and things move to a happy close with Jim having regained his confidence, his composure, and his wife.

Home office people in the cast were Benjamin Snow, assistant director of agencies, as Jim, and Winfred Jacobi,

Write your own ticket!

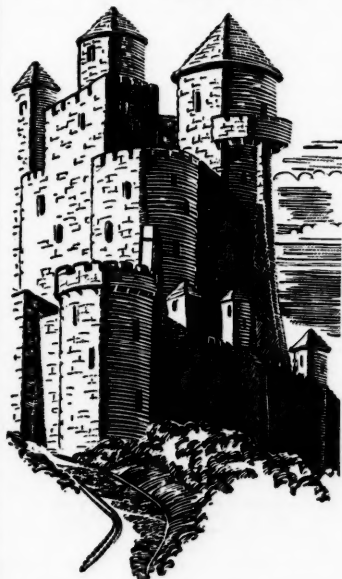
THAT'S RIGHT... You write your own ticket when you represent the Bankers Mutual Life. Because the more business you produce... the higher the commissions!

And frankly... just about all of our representatives are earning top commissions, because our exclusive Junior Estate Builder and Retirement Income plans are "best sellers".

Why not find out more about us? Write now! Right now!



Early SECURITY



Modern SECURITY

Protection against present day threats must safeguard from the financial hurt of accident or sickness. This hurt causes more suffering than necessary... and impedes recovery.

Unusual accident, health and hospital plans are available for individuals or groups. Non-cancellable and guaranteed renewable disability income protection is designed for individuals.

Modern Security from Security Mutual.

Security Mutual
Life Insurance Company

INCORPORATED 1886

Binghamton, New York

Frederick D. Russell, President

American Mutual Life Insurance Company

Des Moines 7, Iowa

MEMO: FROM HARRY S. McCONACHIE, VICE-PRESIDENT

A WINNING COMBINATION FOR BUILDING SUCCESSFUL AGENCIES

1. Unusual Compensation Plan
2. Training Schools
3. Prize-winning Sales Aids
4. Annual Convention
5. General Agents Advisory Council

A General Agency Company

THERE'S SUBSTANTIAL MONEY

To Be Made Even in a Small City Through Our General Agent's Contract

Attractive General Agency Territory Open to Experienced Men in —

OHIO INDIANA MISSOURI ARKANSAS IOWA
KENTUCKY MISSISSIPPI LOUISIANA

For full information write to

J. DeWITT MILLS, Superintendent of Agents

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY

Life Insurance Company

812 Olive Street-Arcade Bldg.

Allen May, President.

St. Louis 1, Mo.

of the company's bond department, as the father-in-law.

The current national advertising program of the Northwestern Mutual, based on the personal experiences of prominent American business leaders in buying life insurance, was explained at Tuesday's session by L. J. Evans, as-

sistant director of agencies, in charge of the company's advertising and sales promotion program. He told how the J. Walter Thompson agency was asked to make a thorough study of public knowledge and attitudes about life insurance and life companies. A full year of study and research was completed before the advertising program was formulated.

The consumers' research panel of the Thompson agency, consisting of more than 5,000 families representing an accurate cross section of the American public, was used to make a special survey concerning life insurance owned, when purchased, company preference, etc. For the life insurance survey, only families with incomes of \$3,000 a year and over were included. To gain a basis of comparison with Northwestern policyholders, the survey was duplicated with a nationwide cross section group of 4,000 representative names taken from its files. The resulting facts gave the basis of the present advertising program.

In a Position to Capitalize

The Northwestern is in a good position to capitalize further on its excellent record, said Mr. Evans. Equally apparent, it has a big job ahead to see that the public has a clear understanding about life insurance, about the Northwestern, and about the key role of the agent, an understanding that is important for the public to have from its own viewpoint above all others.

"We are now some eight months under way on a long-term program designed to tell the Northwestern Mutual story in a wholly new, lively and deeply convincing way to present policyholders and to bring it in an effective manner to our best non-policyholder prospects, present and future; to strengthen your position as agents with those important people who are centers of influence, and to give young people, especially, a better appreciation of the importance of building their life insurance estates early, and with the help of good agents," Mr. Evans said.

Mr. Evans reviewed highlights of the public service messages which have been made unselfishly by prominent Northwestern Mutual policyholders, men whose years of experience and whose proven business judgment makes their statements of wide interest, as proven by the Starch report on readership records of magazine advertising.

These messages build a definite character for Northwestern Mutual, a new fresh style, which is distinctively its own.

"They are becoming our trademark—with the intensely human Karsh photographs, and featuring these men of judgment and good standing," he said. "These ads really give us a primer or textbook of the basic reasons of life insurance and the importance of consulting a good agent. You have attested to the power of the program in many ways, for one, in the use of reprints.

"So, in a sense this advertising program is your good right arm, extending on your behalf the right hand of friendship and better understanding. And speaking of right arms, there isn't another group of life underwriters in this land whose collective right arm is nearly as strong or effective as yours, as demonstrated by the quality and amount of life insurance the Northwestern Mutual has in force. This program is designed to give added strength and power to your good right arm."

New Haven Assn. Elects

Roy G. Nelson, general agent of Berkshire Life, was elected president of New Haven General Agents & Managers Assn. at the annual outing. Other officers are John D. McLaren, general agent Monarch Life, vice-president, and John S. Gaines, manager New York Life, secretary-treasurer.

The home office agency of Shenandoah Life has occupied new and larger quarters in a recently completed building in Roanoke, Va.

Agreement Settles NLRB Charges

(CONTINUED FROM PAGE 1)

record for number of cases handled in a single agreement, Mr. Styles said. It is even more inclusive in its effect than the number of actual signatory companies, which are nearly all of the 183 against whom Mrs. Patterson brought charges, for N.A.L.U.'s abstention from a bargaining-agent role will of course apply to all companies, regardless of whether they signed the agreement. Mr. Styles did not view it as a serious matter that a few of the 183 companies did not sign the agreement, since the practical effect is the same as if they had.

Mrs. Patterson Issues Statement

Mrs. Patterson issued a statement about the agreement. Although N.A.L.U. has long been on record as not being or wanting to be a collective bargaining agency, Mrs. Patterson makes much of the fact that it has agreed not to be one. She implies that the only representation worth having is the collective bargaining variety, overlooking the other important fields in which N.A.L.U. will be permitted to function as before.

Mrs. Patterson also criticizes the agreement's provision that "nothing herein shall prevent the company from contributing financial or other support to the activities" of N.A.L.U. She calls it a needless expenditure of policyholders' money.

DeWitt Heads District For Life of Georgia

G. B. DeWitt has been named Danville, Va., manager of Life of Georgia. He joined the company in Selma, Ala., in 1946. Later he was division special agent at Charlottesville, Va. In the navy for six years, he was in charge of the insurance department of the San Pedro station for several months.

Other appointments include Willis G. Caldwell, district manager at LaGrange, Ga., transferred from Griffin, Ga.; Cleon B. Hartley and Jean B. Howell from agents to staff managers at Dublin, Ga.; James C. Green, from agent to staff manager at Macon; H. C. Burgstiner from agent to special agent at Savannah.

Occidental Ups Benefits

Occidental Life has a plan of group hospitalization and surgical coverage now available to eligible members of the Occidental field force and their dependents. The new agents' benefits, coupled with group life for the field, bring complete coverage to Occidental agents.

Campbell Assistant Actuary

Norman L. Campbell has been appointed assistant actuary of Teachers Insurance & Annuity Assn. Previously assistant life secretary of the Royal Insurance Co. of Montreal, Mr. Campbell also served seven years with the Manufacturers Life in Toronto. From 1942-45, he was a navigation officer in the Royal Canadian Air Force. He is an associate in the Society of Actuaries.

Equitable Appoints Walsh as 2nd VP

William E. Walsh has been appointed 2nd vice-president of Equitable Society. Mr. Walsh joined the company in 1921 as supervisor in the inspection department and later was named superintendent of the underwriting department. In 1947 he was promoted to manager.

No Victory for Farmers Union in N. D. Court Test

Commissioner Otto Krueger of North Dakota has written THE NATIONAL UNDERWRITER to correct a story concerning the North Dakota supreme court decision in the case of Farmers Union Life of Denver. The company has been attempting to secure approval for license in North Dakota over the objections of Commissioner Krueger. The court decision in the final paragraph reads: "We therefore direct that the order of the commissioner be modified to provide the license of the association will be cancelled, or renewal license denied, unless the association, within a reasonable time, to be fixed by the commissioner, will furnish to the commissioner, satisfactory evidence that it is doing business in accordance with the laws of this state."

Mr. Krueger's contention has been that all adult members of fraternal benefit societies must be initiated, and this was upheld by the court.

Charlotte C.L.U. Elects

M. W. Peterson, general agent of Lincoln National Life, has been elected president of the Charlotte (N.C.) chapter of C.L.U. Adon N. Smith, Northwestern Mutual, is vice-president and John M. Jackson, Life of Georgia, secretary.

Rutgers Insurance Courses

Rutgers University will hold an extensive insurance course in its extension division at Newark starting Sept. 21 and ending May 30.

The courses will include C.L.U. and C.P.C.U. work, life insurance, general insurance and casualty claim investigating.

LIFE POSITIONS

These Positions Are Now Open for Top Men

Agency Manager	\$15,000
H.O. A & H Manager	10,000
Asst. Agency Mgrs.	5,000
H.O. Life Undr.	5,000
H.O. Agency Director	7,500
H.O. A & H Undr.	4,500
Group A & H Super.	6,000

Life Agency for Sale

FERGASON PERSONNEL

330 S. Wells Street, Chicago, Ill.

A Real Opportunity for a Controller

A midwestern Company of unusual financial strength with over two hundred million life insurance, now expanding and growing rapidly, needs:

Controller—Experienced in accounting, systems and procedures, punched cards, budgets and costs. Salary from \$7,500 up depending upon qualifications.

Only letters giving full details of company connections, salaries received, education and experience, age and marital status will be considered. All replies will be held in complete confidence. Our staff knows of this advertisement. Write Box No. V-39, care The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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CHICAGO 4

Telephone Franklin 3833
B. Russell Thomas, A.A.S., A.A.I.A.
Carl A. Tiffany

Harry S. Tressel & Associates

Certified Public Accountants
and Actuaries

10 S. La Salle St., Chicago 3, Illinois
Telephone Franklin 4828

Harry S. Tressel, M.A.I.A.,
M. Wolfman, F.A.I.A., Wm. H. Gillette, C.P.A.
N. A. Moscovitch, A.A.I.A., W. P. Kelly
W. M. Barkhoff, C.P.A. Robert Murray

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118 John Street, New York, N. Y.

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CONSULTING ACTUARY

ASSOCIATE
E. P. Higgins

THE BOURSE PHILADELPHIA

VIRGINIA & GEORGIA

BOWLES, ANDREWS & TOWNE

Consulting Actuaries

Employee Benefit Plans

RICHMOND ATLANTA

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The Field and Home Office Work Together

Two very important conferences take place each year at The Connecticut Mutual's Home Office in Hartford. These are meetings between the General Agents' Advisory Committee and Company officials. Members of the Advisory Committee are elected for 2-year terms, and out of these meetings come mutual understanding and agreement between the Field and the Home Office on Company practices and procedures.

In addition, many of the "contract change" and "liberalization of underwriting" announcements made by the Company result from suggestions from the Field, and have been presented and discussed at one of these periodic Advisory Committee conferences. To illustrate, six such changes are briefed here. Behind them all can be seen the Company's constant desire to expand its services and to help its agents in their selling job.

1. A substantial increase in the Company's retention limits on substandard risks.
2. New Juvenile Policies providing full coverage starting at age one.
3. Substandard insurance available within certain limits on the 5-Year Term Plan.
4. An increase in the limit on Additional Indemnity (accidental death) from \$25,000 to \$50,000 on Life and Endowment Policies issued at ages 25 to 50.
5. A new low-cost, flexible Term-To-65 Policy.
6. A new Decreasing Term Agreement to be used primarily in the sale of Mortgage Cancellation Insurance.

Whenever a change in Company practice is considered, the answers to two questions determine the decision: (1) Is the change advantageous to present as well as to future policyowners? (2) Will it help the agent sell more life insurance?

The photograph shows the current General Agents' Advisory Committee with Vice President in Charge of Agencies George F. B. Smith. Left to right: James F. Ramsey, Chicago; Vernon S. Mollenauer, Philadelphia; Mr. Smith; Ralph H. Love, Hartford; Henry C. Hunken, Chicago; A. VanPritchard, Memphis; and J. C. F. Merrifield, Portland, Oregon.



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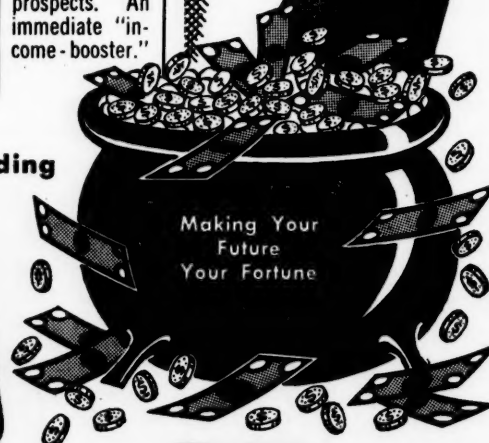
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